NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 25, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC MONDAY NIGHT MOVIES	25.8	21,900
2	DALLAS	24.6	20,890
3	DYNASTY	23.9	20,290
3	60 MINUTES	23.9	20,290
5	NBC SUNDAY NIGHT MOVIE	22.4	19,020
6	SIMON & SIMON	21.6	18,340
7	ELLIS ISLAND PART 2(S)	21.1	17,910
8	ABC SUNDAY NIGHT MOVIE	20.9	17,740
9	A TEAM	20.3	17,230
10	BILL COSBY SHOW	19.7	16,730
10	FALCON CREST	19.7	16,730
12	MURDER, SHE WROTE	19.4	16,470
13	HOTEL	19.1	16,220
14	ELLIS ISLAND PART 3(S)	19.0	16,130
14	NFL FTBL GAME NBC-THU(S)	19.0	16,130
16	MAGNUM, P.I.	18.9	16,050
17	FAMILY TIES	18.8	15,960
18	CBS NFL FTBL GAME-THU.(S)	18.5	15,710
18	KNOTS LANDING	18.5	15,710

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE	19.1	42,580
2	BILL COSBY SHOW	17.1	38,060
3	NFL FTBL GAME NBC-THU(S)	17.0	37,770
4	NBC MONDAY NIGHT MOVIES	16.7	37,220
5	FAMILY TIES	15.9	35,380
6	DYNASTY	15.6	34,650
7	DALLAS	15.3	34,090
8	60 MINUTES	15.3	34,010
9	KNIGHT RIDER#	15.1	33,650
10	NBC SUNDAY NIGHT MOVIE	15.1	33,510
11	A TEAM	14.9	33,040
12	MAGNUM, P.I.	14.2	31,480
13	SIMON & SIMON	13.9	30,850
14	CBS NFL FTBL GAME-THU.(S)	13.9	30,830
15	TV BLOOPERS & PRAC. JOKES	13.3	29,610
16	DIFF'RENT STROKES-SAT.	13.0	28,880
17	CHEERS	12.9	28,740

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	22.8	20,220
2	NBC MONDAY NIGHT MOVIES	22.5	19,910
3	DYNASTY	22.1	19,600
4	ELLIS ISLAND PART 2(S)	18.8	16,610
5	NBC SUNDAY NIGHT MOVIE	18.7	16,600
6	BILL COSBY SHOW	18.5	16,410
7	FALCON CREST	18.2	16,160
8	60 MINUTES	18.2	16,100
9	SIMON & SIMON	17.5	15,470
10	HOTEL	17.1	15,180
11	FAMILY TIES	17.0	15,040
12	MURDER, SHE WROTE	16.7	14,770
13	KNOTS LANDING	16.6	14,670
14	ELLIS ISLAND PART 3(S)	16.3	14,460
15	ABC SUNDAY NIGHT MOVIE	15.5	13,770
16	A TEAM	15.5	13,760
17	MAGNUM, P.I.	15.5	13,700

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NFL FTBL GAME NBC-THU(S)	24.5	19,580
2	CBS NFL FTBL GAME-THU.(S)	23.3	18,640
3	CBS NFL FTBL POST-THU.(S)	19.1	15,230
4	ABC SUNDAY NIGHT MOVIE	17.5	13,950
5	60 MINUTES	17.0	13,550
6	NFL FOOTBALL GAME 2-NBC#	16.4	13,110
7	NFL MONDAY NIGHT FOOTBALL	16.1	12,820
8	HILL STREET BLUES	15.1	12,040
9	A TEAM	15.0	11,940
10	HARDCASTLE & MCCORMICK	14.8	11,780
11	NBC SUNDAY NIGHT MOVIE	14.7	11,720
12	NBC MONDAY NIGHT MOVIES	14.0	11,160
13	MAGNUM, P.I.	13.8	11,030
14	DYNASTY	13.8	10,990
15	BILL COSBY SHOW	13.6	10,870
16	SIMON & SIMON	13.5	10,820
17	CBS NFL FOOTBALL GAME 1	13.1	10,500
18	DALLAS	12.9	10,280

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 25, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC MONDAY NIGHT MOVIES	22.3	12,420
2	DYNASTY	21.7	12,090
3	ABC SUNDAY NIGHT MOVIE	19.8	11,060
4	BILL COSBY SHOW	18.7	10,410
5	DALLAS	18.1	10,110
6	FAMILY TIES	17.7	9,890
7	NBC SUNDAY NIGHT MOVIE	17.4	9,700
8	HOTEL	16.4	9,140
9	CHEERS	15.6	8,710
10	KNOTS LANDING	15.1	8,440
11	A TEAM	14.9	8,290
11	SIMON & SIMON	14.9	8,290
13	NIGHT COURT	14.6	8,150
14	FALCON CREST	14.5	8,080
15	HILL STREET BLUES	14.5	8,070

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	32.9	8,960
2	60 MINUTES	29.8	8,120
3	ELLIS ISLAND PART 2(S)	26.4	7,190
4	FALCON CREST	25.7	7,000
5	ELLIS ISLAND PART 3(S)	25.3	6,880
6	MURDER, SHE WROTE	25.1	6,850
7	SIMON & SIMON	23.3	6,360
8	DYNASTY	23.1	6,290
9	NBC MONDAY NIGHT MOVIES	22.9	6,250
10	MAGNUM, P.I.	22.0	5,990
11	LOVE BOAT	21.7	5,920
12	JEFFERSONS	20.2	5,500
13	SCARECROW & MRS. KING	20.0	5,450
14	HIGHWAY TO HEAVEN	19.8	5,380
15	NBC SUNDAY NIGHT MOVIE	19.5	5,320
16	KNOTS LANDING	19.5	5,310
17	HOTEL	18.8	5,130

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NFL FTBL GAME NBC-THU(S)	24.3	13,150
2	CBS NFL FTBL GAME-THU.(S)	22.7	12,250
3	ABC SUNDAY NIGHT MOVIE	20.8	11,240
4	CBS NFL FTBL POST-THU.(S)	18.7	10,100
5	HILL STREET BLUES	17.3	9,370
6	HARDCASTLE & MCCORMICK	15.5	8,390
7	NFL MONDAY NIGHT FOOTBALL	15.3	8,280
8	NFL FOOTBALL GAME 2-NBC#	14.0	7,540
9	BILL COSBY SHOW	13.1	7,070
10	A TEAM	13.0	7,020
11	NBC SUNDAY NIGHT MOVIE	12.6	6,820
12	DYNASTY	12.5	6,770
13	KNIGHT RIDER#	12.5	6,740
14	NBC MONDAY NIGHT MOVIES	12.4	6,680
15	60 MINUTES	12.3	6,650
16	MOVIE OF THE WEEK-FRI.(S)	12.2	6,620
17	MIAMI VICE#	12.2	6,590
18	MAGNUM, P.I.	11.8	6,370
19	FAMILY TIES	11.7	6,350

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	28.4	5,860
2	NFL FTBL GAME NBC-THU(S)	25.8	5,340
3	CBS NFL FTBL GAME-THU.(S)	24.1	4,980
4	DALLAS	22.9	4,730
5	CBS NFL FTBL POST-THU.(S)	21.3	4,410
6	A TEAM	20.4	4,210
7	ELLIS ISLAND PART 3(S)	20.2	4,170
8	MURDER, SHE WROTE	19.7	4,070
9	ELLIS ISLAND PART 2(S)	19.1	3,950
10	MAGNUM, P.I.	18.9	3,910
11	SIMON & SIMON	18.2	3,760
12	CBS EVENING NEWS-RATHER	17.9	3,700
13	NBC SUNDAY NIGHT MOVIE	17.8	3,680
14	CBS NFL FOOTBALL GAME 1	17.8	3,670
15	NFL FOOTBALL GAME 2-NBC#	17.7	3,660
16	NFL MONDAY NIGHT FOOTBALL	17.5	3,610
17	FALCON CREST	17.1	3,530
18	DUKES OF HAZZARD	16.8	3,470
19	DYNASTY	16.7	3,450
20	JEFFERSONS	16.5	3,410

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER–FIVE–MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	CHILDREN (2-11) 6-11
•EVENING																														
A TEAM					8	210	208	A	20.3	31	1723	1918	719	320	798	254	482	429	389	278	692	239	406	379	311	244	183	73^	245	172
TUE.	8.00P	60	NBC	A		99	99	B	21.6	34	1834	1905	658	244	711	237	435	404	354	230	703	261	459	417	333	204	183	61	308	209
8.00 - 8.30								A	19.2	29	1630	1917	726	322	805	253	481	434	395	281	688	232	402	374	312	245	181	77	243	170
8.30 - 9.00								A	21.4	32	1817	1910	710	319	789	256	482	428	382	271	697	248	412	381	306	244	180	67^	244	173
ABC BUSINESS BRIEF-MON					3	208		A	17.9	27	1520	1772	517	209	590	170	400	356	361	126^	960	411	657	549	431	232	107^	15v	115^	102^
1 MON.	10.43P	1	ABC	N		99		B	16.0	25	1358	1572	480	205	518	164	348	314	294	134	887	354	579	492	407	247	89	19	78	56
ABC BUSINESS BRIEF-WED					7	207	207	A	21.2	33	1800	1853	733	271	812	291	471	397	337	293	682	261	443	354	300	208	156	45^	203	137
WED.	8.58P	1	ABC	N		99	99	B	21.7	33	1842	1838	713	261	797	308	490	397	320	272	654	257	421	360	293	193	150	69	237	150
ABC BUSINESS BRIEF-FRI					7	206	207	A	17.1	28	1452	1740	744	344	866	285	468	398	374	348	493	150	277	266	230	183	126	91	255	186
1 FRI.	8.45P	1	ABC	N		99	99	B	16.2	27	1375	1720	759	331	863	273	451	427	391	347	472	154	257	248	227	181	126	78	259	168
2 FRI.	8.44P	1																												
ABC NEWSBRIEF-MON					8	175	179	A	11.5	18	976	1791	655	188	663	183	394	387	344	217	793	313	489	437	337	245	165	104^	170	130^
MON.	8.58P	1	ABC	N		93	94	B	13.8	21	1172	1704	648	243	685	240	411	386	321	215	767	283	465	439	361	241	125	60	127	76
ABC NEWSBRIEF-TUE					8	196	195	A	13.7	21	1163	1653	770	276	840	381	579	494	317	230	473	167	294	258	233	155	248	172	92^	54^
TUE.	9.58P	1	ABC	N		98	98	B	12.3	19	1044	1623	752	287	831	327	508	427	359	260	561	206	334	292	255	193	158	108	73	45
ABC NEWSBRIEF-WED					8	206	205	A	22.2	34	1885	1682	873	351	969	370	612	532	415	301	535	219	331	284	223	167	71	41^	107	68
WED.	9.58P	1	ABC	N		99	99	B	22.2	34	1885	1671	845	326	947	356	575	488	396	320	555	234	343	288	217	175	96	59	73	45
ABC NEWSBRIEF-THU					8	204	203	A	10.3	17	874	1867	608	264	687	265	441	387	320	199	872	349	572	551	415	220	159	58^	149	134^
1 THU.	9.01P	1	ABC	N		99	99	B	11.7	18	993	1757	651	278	747	241	422	389	363	255	668	221	406	380	324	209	176	85	166	108
2 THU.	9.58P	1																												
ABC NEWSBRIEF-FRI					8	192	200	A	10.3	17	874	1839	699	298	763	245	475	416	379	257	743	274	490	410	376	215	118^	94^	215	193
FRI.	9.58P	1	ABC	N		97	99	B	10.7	18	908	1649	608	248	666	193	368	355	338	249	660	203	384	350	331	226	116	65	207	155
ABC NEWSBRIEF-SAT.					8	203	207	A	16.1	28	1367	1512	789	246	827	206	337	327	334	432	436	118	198	188	188	210	147	100	102	72^
1 SAT.	9.58P	1	ABC	N		98	99	B	14.9	26	1265	1633	793	282	865	246	398	375	350	410	522	155	254	244	238	225	119	81	127	86
2 SAT.	10.08P	1																												
ABC NEWSBRIEF-SUN.					8	205	202	A	19.2	28	1630	2263	738	326	787	371	602	491	362	145	774	376	609	509	346	125	327	141	375	267
1 SUN.	9.59P	1	ABC	N		99	98	B	16.8	27	1426	1879	686	286	738	289	486	438	351	201	785	344	543	477	347	195	172	78	184	125
2 SUN.	9.58P	1																												
ABC SPORTS UPDATE-SAT					7	206	208	A	12.6	21	1070	1736	810	309	883	283	444	407	343	396	517	123	238	240	230	253	159	72^	177	131
SAT.	8.58P	1	ABC	SN		98	99	B	13.2	23	1121	1737	782	284	842	231	387	370	363	406	561	139	264	275	262	259	135	72	199	130
ABC SPORTS UPDATE-SUN					7	208	207	A	19.7	28	1673	2503	803	361	859	386	636	574	398	170	791	370	618	540	356	138	318	153	535	355
1 SUN.	8.31P	1	ABC	SN		99	99	B	17.6	26	1494	2105	759	324	819	343	547	505	379	213	760	329	529	470	338	189	217	106	309	210
2 SUN.	9.08P	1																												
ABC SUNDAY NIGHT MOVIE					7	208	207	A	20.9	31	1774	2400	735	331	777	388	624	519	341	117	787	381	633	543	353	115	347	152	489	333
1 SUN.	9.00P	125	ABC	FF		99	99	B	19.6	31	1664	1945	769	311	821	331	546	490	379	218	725	307	509	451	323	173	191	92	208	141
2 SUN.	8.00P	120																												
8.00 - 8.30								A	23.7	35	2012	2767	816	366	839	415	703	622	377	106^	750	371	631	567	343	86^	343	147	835	547
8.30 - 9.00								A	24.4	35	2072	2786	817	360	839	429	700	627	363	100^	747	377	627	552	339	83^	398	184	802	532
9.00 - 9.30								A	20.8	30	1766	2398	732	336	777	382	617	522	345	120	760	367	614	522	343	113	365	168	496	335
9.30 - 10.00								A	21.3	31	1808	2369	735	337	780	379	616	507	353	126	774	379	625	533	346	111	358	159	457	322
10.00 - 10.30								A	17.8	27	1511	2032	666	285	723	396	585	413	289	107^	892	411	699	571	396	152^	285	90^	132^	107^
10.30 - 11.00								A	17.6	28	1494	1914	629	274	674	343	521	391	293	120^	863	398	649	536	377	172	295	113^	82^	66^

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC THURSDAY NIGHT MOVIE	5		196	A	10.1	18	857	2152	664	273^	876	368	551	417	353	267^	861	342	613	544	426	190^	263^	136^	152^	152^
2 THU. 8.00P 120 ABC FF			98	B	12.2	19	1036	1948	688	313	834	335	538	444	368	236	643	238	450	417	329	146	238	125	233	171
8.00 - 8.30				A	8.6	17	730	2171	644	151^	908	385	517	352	341^	343	838	307^	595	536	429	191^	247^	139^	178^	178^
8.30 - 9.00				A	9.8	18	832	2197	627	211^	888	387	550	388	325	295^	888	345	624	562	439	207^	246^	143^	175^	175^
9.00 - 9.30				A	11.2	20	951	2099	665	290	824	342	537	439	348	220^	903	349	655	579	468	185^	253^	129^	119^	119^
9.30 - 10.00				A	10.9	19	925	2112	696	401	874	359	585	465	386	224^	794	352	566	486	364	175^	301	134^	143^	143^
ABC WORLD NEWS TONIGHT	40	205	203	A	11.2	20	951	1596	727	258	777	196	354	341	383	361	629	188	338	311	303	246	76	31^	114	62^
M-F 6.30P 30 ABC N		99	99	B	11.0	20	934	1534	713	243	767	178	336	330	355	365	603	169	322	305	291	239	57	30	107	58
ABC WRLD NEWS TONIGHT-SUN	7	153	160	A	8.7	14	739	1682	739	241	781	200	382	378	343	352	599	204	288	235	207	278	136^	66^	166^	116^
SUN. 6.30P 30 ABC N		80	84	B	8.1	14	688	1682	743	212	825	243	427	409	364	349	604	133	257	252	272	308	82	48	171	111
AIRWOLF	10	196	203	A	12.7	22	1078	2019	675	267	725	222	456	487	390	210	757	266	506	489	404	206	148	61^	389	276
SAT. 8.00P 60 CBS A		98	99	B	12.1	21	1027	2028	693	281	750	237	458	446	384	239	799	310	537	499	397	219	127	43	352	245
8.00 - 8.30				A	12.2	21	1036	2015	668	272	715	212	437	474	388	217	762	272	508	492	399	208	148	67^	390	278
8.30 - 9.00				A	13.3	22	1129	1996	674	259	723	226	465	493	385	202	742	257	499	481	403	201	148	54^	383	269
ALICE	5	205	203	A	14.3	21	1214	1523	777	243	867	251	410	359	370	409	500	125	212	209	213	256	73^	28^	83^	63^
SUN. 9.30P 30 CBS CS		99	99	B	14.5	22	1231	1544	765	268	877	251	419	383	375	406	490	146	235	225	210	218	105	51	72	58
AMERICAN PORTRAIT	22	205	205	A	16.9	26	1435	1767	721	271	801	246	428	412	355	334	532	163	293	279	265	205	127	46	307	204
1 TU&TH 8.58P 1 CBS DO		99	99	B	16.4	25	1392	1657	730	268	802	227	410	394	365	346	550	159	303	299	283	205	105	45	200	135
2 MON. 8.57P 2																										
2 TUE. 8.28P 1																										
2 THU. 8.58P 1																										
BENSON	9	206	207	A	16.4	28	1392	1677	699	329	823	223	399	357	374	365	522	140	279	268	253	208	123	81^	209	142
FRI. 8.00P 30 ABC CS		99	99	B	15.6	27	1324	1730	768	315	860	261	441	411	384	357	517	159	270	258	244	207	125	75	228	147
BILL COSBY SHOW	10	206	206	A	19.7	34	1673	2275	840	416	983	403	623	571	432	275	651	239	423	375	316	180	305	171	336	234
THU. 8.00P 30 NBC CS		99	99	B	21.0	34	1783	2020	761	331	856	315	529	483	386	266	563	216	365	338	262	153	264	132	337	224
BUGS BUNNY THNKSGVNG DIET(S)			204	A	14.1	21	1197	2048	563	153^	600	344	418	408	162^	143^	452	237	346	309	183^	92^	228	115^	768	503
2 TUE. 8.30P 30 CBS EA			99																							
CAGNEY & LACEY	6	202	201	A	15.5	24	1316	1430	785	358	893	291	519	485	426	313	447	135	291	272	239	135	48^	23v	42^	25v
MON. 10.00P 60 CBS OP		99	99	B	18.1	29	1537	1399	771	309	867	267	473	444	410	337	442	141	264	247	221	153	64	40	26	18
10.00 - 10.30				A	15.5	24	1316	1484	803	375	924	311	544	509	429	316	450	139	295	274	235	136	62^	32^	48^	31^
10.30 - 11.00				A	15.4	25	1307	1377	770	341	862	269	493	462	425	312	444	130	287	269	242	135	36^	14v	35^	17v
CALL TO GLORY	8	201	204	A	11.7	18	993	1774	676	168	691	176	378	374	357	249	768	276	443	386	346	272	172	110^	143	99^
MON. 8.00P 60 ABC GD		99	99	B	12.9	20	1095	1719	683	247	717	227	415	389	346	242	711	244	433	399	350	230	140	74	151	92
8.00 - 8.30				A	11.8	19	1002	1764	673	175	689	181	372	372	344	245	750	264	429	381	343	272	176	112^	149	98^
8.30 - 9.00				A	11.7	18	993	1757	668	158	675	162	375	373	366	244	778	288	455	390	346	265	169	109^	135	94^
CBS EVENING NEWS-RATHER	45	205	204	A	13.1	23	1112	1532	645	217	724	161	299	288	314	394	625	135	251	251	291	333	61	23^	122	82
M-F 6.30P 30 CBS N		99	99	B	12.5	23	1061	1489	691	229	746	141	292	297	334	413	588	115	226	232	278	320	63	29	92	58
CBS EVENING NEWS-DEAN	4	130		A	8.3	14	705	1845	635	299^	789	146^	374	380	428	387	794	183^	393	387	491	342^	58v	45v	204^	204^
1 SUN. 6.00P 30 CBS N		77		B	6.7	12	569	1467	668	237	726	111	274	295	370	406	612	139	264	258	294	319	17	14	112	89
CBS SPECIAL MOVIE PRESNT.(S)		178		A	10.7	20	908	1621	625	257^	675	250^	414	434	327	208^	635	214^	369	385	353	197^	94^	57v	217^	191^
1 SAT. 9.00P 152 CBS FF		93																								
9.00 - 9.30				A	10.1	17	857	1641	619	241^	688	231^	420	438	340	227^	626	213^	390	395	349	185^	94^	76^	233^	198^
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS SPECIAL MOVIE -CONT'D																										
9.30 - 10.00				A	10.2	17	866	1622	624	237^	678	232^	403	417	334	235^	608	206^	374	383	350	180^	82^	65v	254^	227^
10.00 - 10.30				A	10.7	19	908	1581	640	262^	676	277	437	451	331	187^	628	228^	362	381	331	201^	64v	38v	213^	199^
10.30 - 11.00				A	11.1	21	942	1594	615	249^	652	238^	397	434	341	189^	673	236^	392	421	363	204^	101^	40v	168^	140^
11.00 - 11.30				A	11.6	25	985	1662	627	289	680	271	417	437	296	201^	626	187^	329	346	368	209^	132^	70^	224^	194^
CBS TUESDAY NIGHT MOVIES	6		204	A	12.4	20	1053	1347	665	258	789	307	455	393	298	296	431	141^	226^	251	190^	148^	79^	33v	48v	28v
2 TUE. 9.00P 120 CBS FF			99	B	15.4	25	1307	1514	787	299	878	270	480	456	424	340	468	144	268	264	242	156	87	41	81	57
9.00 - 9.30				A	12.9	20	1095	1424	624	236	772	320	440	364	254	293	434	143^	247	240	183^	150^	99^	36v	119^	61^
9.30 - 10.00				A	12.1	19	1027	1339	675	270	811	316	452	389	296	319	405	139^	203^	224^	163^	147^	79^	25v	44v	25v
10.00 - 10.30				A	12.6	21	1070	1295	671	270	785	303	466	408	313	280	433	143^	221^	256	194^	153^	62^	29v	15v	15v
10.30 - 11.00				A	12.1	22	1027	1307	683	252	780	286	458	413	324	289	443	139^	228^	275	212^	144^	77^	40v	7v	7v
CBS WEDNESDAY NIGHT MOVIE	7		200	A	10.4	17	883	1636	685	310	717	147^	381	386	390	287	604	75^	276^	294	349	287	226^	51v	89^	86^
2 WED. 9.00P 120 CBS FF			99	B	13.0	21	1104	1644	748	289	806	245	472	432	409	295	585	181	358	342	309	184	125	48	128	85
9.00 - 9.30				A	9.2	14	781	1606	649	279^	676	120^	310^	339	355	307^	604	84^	279^	297^	342	278^	219^	57v	107^	91^
9.30 - 10.00				A	10.3	16	874	1610	678	315	709	129^	345	355	377	310	620	66v	280^	311	372	288	201^	47v	80^	80^
10.00 - 10.30				A	11.0	18	934	1714	720	322	751	171^	432	429	412	273	600	70^	271	290	348	291	271	59v	92^	92^
10.30 - 11.00				A	11.0	19	934	1611	693	321	727	158^	422	414	409	266^	596	84^	277	290	332	285	206^	42v	82^	82^
CHARLES IN CHARGE	8	205	199	A	13.8	22	1172	1671	622	273	712	258	436	357	300	249	421	147	251	229	171	145	249	164	289	228
WED. 8.00P 30 CBS CS		99	98	B	13.0	21	1104	1724	668	286	774	302	483	386	312	258	431	170	270	246	176	133	218	133	301	212
CHARLIE BROWN THNKSGIVING(S)			205	A	15.0	23	1274	1981	545	122^	592	287	364	351	172^	196	404	200	269	257	156^	115^	205	100^	780	471
2 TUE. 8.00P 30 CBS EA			99																							
CHEERS	8	206	206	A	16.8	27	1426	2015	775	484	939	388	610	550	416	246	657	284	435	383	295	177	236	140	183	155
THU. 9.00P 30 NBC CS		99	99	B	18.4	28	1562	1766	750	356	837	341	526	492	360	249	597	268	413	380	263	140	181	101	151	104
COVER-UP	8		202	A	11.8	22	1002	1716	707	255	795	234^	448	433	424	288	671	199^	467	448	386	180^	182^	31v	68^	54v
2 SAT. 10.00P 60 CBS GD			99	B	13.7	25	1163	1753	716	303	798	239	479	454	405	270	671	210	429	428	370	196	132	44	152	126
10.00 - 10.30				A	11.9	21	1010	1724	697	236^	782	236^	446	412	401	284	695	216^	488	458	391	183^	170^	32v	77^	63v
10.30 - 11.00				A	11.8	22	1002	1683	706	270	794	227^	444	447	438	288	638	176^	439	431	379	177^	193^	31v	58v	47v
DALLAS	9	207	208	A	24.6	41	2089	1632	875	286	969	292	484	449	401	429	493	124	235	236	235	227	69	40^	101	62
FRI. 9.00P 60 CBS GD		99	99	B	25.3	41	2148	1687	880	319	966	303	511	467	419	401	497	153	258	257	221	205	106	53	118	75
9.00 - 9.30				A	24.1	40	2046	1641	864	285	961	288	475	445	399	430	494	119	231	239	235	232	72	42^	114	70
9.30 - 10.00				A	25.1	41	2131	1617	882	288	974	295	492	449	402	429	488	126	236	232	236	221	68	39^	87	53^
DIFF'RENT STROKES-SAT.	9	200	197	A	15.7	27	1333	2167	702	325	813	308	462	399	312	312	499	165	297	280	230	182	301	202	554	392
SAT. 8.00P 30 NBC CS		98	97	B	14.7	26	1248	1962	719	300	811	293	469	412	315	305	433	153	247	241	190	155	271	169	447	325
DONALD DUCK'S 50TH BRTHDY(S)		204		A	15.9	24	1350	1917	697	259	801	326	469	419	312	288	473	107^	289	317	272	153^	99^	20v	544	348
1 TUE. 8.00P 60 CBS EA		99																								
8.00 - 8.30				A	15.5	24	1316	1941	702	286	811	343	487	421	305	287	471	105^	293	314	275	149^	100^	20v	559	355
8.30 - 9.00				A	16.3	24	1384	1883	691	233	789	311	454	414	316	286	470	109^	284	316	267	154^	95^	17v	529	340
DUKES OF HAZZARD	9	203	202	A	13.4	23	1138	1798	712	218	791	250	372	336	311	383	623	178	294	286	294	305	64^	33^	320	206
FRI. 8.00P 60 CBS CS		99	99	B	13.4	23	1138	1769	674	188	745	227	351	321	304	355	561	152	273	262	273	251	85	32	378	260
8.00 - 8.30				A	12.6	22	1070	1854	728	220	814	269	387	345	313	393	652	191	309	291	300	318	58^	36^	330	215
8.30 - 9.00				A	14.1	23	1197	1748	700	215	775	235	362	327	309	378	599	168	281	285	286	293	63^	28^	311	201
DYNASTY	8	208	208	A	23.9	36	2029	1708	868	347	966	363	596	520	412	311	541	222	333	288	222	169	90	47^	111	73
WED. 9.00P 60 ABC GD		99	99	B	24.8	38	2106	1728	856	345	968	377	601	510	401	311	561	242	354	301	224	167	99	54	100	58
9.00 - 9.30				A	23.4	35	1987	1719	853	340	949	347	574	507	409	313	540	219	332	289	221	170	110	49^	120	84
9.30 - 10.00				A	24.5	37	2080	1684	878	351	977	379	615	530	411	305	537	223	332	283	220	168	69	44^	101	62

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ELLIS ISLAND PART 2(S) 1 TUE. 9.00P 120 CBS GD		206 99		A	21.1	33	1791	1514	854	292	926	218	425	472	484	401	477	67^	208	234	286	221	28v	7v	83^	63^
9.00 - 9.30				A	20.8	31	1766	1583	858	277	938	220	440	481	487	407	488	87^	200	228	268	239	36^	12v	121^	99^
9.30 - 10.00				A	21.3	33	1808	1528	855	289	927	211	417	470	481	411	477	73^	206	236	283	219	36^	13v	88^	67^
10.00 - 10.30				A	21.3	34	1808	1476	851	294	927	225	427	467	485	395	467	53^	204	229	294	213	21v	LT	61^	42^
10.30 - 11.00				A	21.0	36	1783	1462	853	309	911	221	419	470	477	391	473	50^	217	243	301	214	19v	LT	59^	43^
ELLIS ISLAND PART 3(S) 1 WED. 9.00P 120 CBS GD		206 99		A	19.0	29	1613	1413	819	318	897	173	378	424	516	427	446	77^	161	164	225	258	25v	15v	45^	36v
9.00 - 9.30				A	17.3	25	1469	1478	816	313	889	158^	368	406	530	439	470	72^	174	170	268	263	59^	32v	60^	56^
9.30 - 10.00				A	18.3	27	1554	1412	822	299	891	156^	368	409	522	435	443	73^	154^	153^	229	263	29v	10v	49^	43^
10.00 - 10.30				A	20.5	32	1740	1387	820	317	903	183	382	430	511	427	437	75^	151	159	208	261	10v	10v	37^	23v
10.30 - 11.00				A	19.9	33	1690	1380	815	341	900	196	393	442	498	409	440	86^	162	174	202	251	9v	9v	31v	23v
E/R WED. 8.30P 30 CBS CS	3	207 99	203 99	A	13.1	21	1112	1533	626	289	706	223	417	364	350	253	449	140	264	254	217	155	202	125	176	136
				B	12.7	20	1078	1539	630	277	716	248	427	373	337	257	415	130	254	237	210	137	219	128	189	147
FACTS OF LIFE WED. 9.00P 30 NBC CS	8	197 99	195 99	A	15.7	24	1333	2025	726	301	812	313	538	474	393	233	535	241	387	324	231	119	320	173	358	263
				B	15.6	24	1324	1734	752	302	817	302	515	458	373	255	485	182	312	279	232	144	231	132	201	145
FALCON CREST FRI. 10.00P 60 CBS GD	9	206 99	207 99	A	19.7	35	1673	1568	852	296	966	282	483	447	412	419	459	125	216	216	213	210	87	51^	56^	43^
				B	20.4	35	1732	1585	871	303	960	274	488	447	437	414	465	138	230	229	214	205	102	58	58	42
10.00 - 10.30				A	20.1	35	1706	1545	838	286	944	263	460	438	408	419	460	122	212	213	216	216	84	53^	57^	44^
10.30 - 11.00				A	19.2	35	1630	1593	868	305	990	303	504	457	419	421	460	130	221	218	210	207	91	48^	52^	41^
FALL GUY WED. 8.00P 60 ABC A	9	208 99	208 99	A	16.5	26	1401	1859	717	258	794	295	461	379	316	292	671	249	435	359	305	208	158	49^	236	143
				B	17.5	28	1486	1847	695	254	772	291	463	384	320	272	657	234	406	366	314	201	145	60	273	177
8.00 - 8.30				A	15.3	25	1299	1838	707	255	790	302	452	364	299	299	650	233	408	351	302	213	150	50^	248	143
8.30 - 9.00				A	17.7	28	1503	1872	721	259	794	290	465	391	328	285	687	262	457	365	309	202	165	47^	226	142
FAMILY TIES THU. 8.30P 30 NBC CS	9	207 99	207 99	A	18.8	31	1596	2217	794	406	943	417	619	563	395	242	596	228	399	350	289	148	319	182	359	248
				B	19.3	30	1639	1960	750	319	845	347	541	496	359	241	537	221	363	328	241	133	261	147	317	207
FINDER OF LOST LOVES 1 SAT. 10.00P 60 ABC GD	8	207 99		A	14.1	26	1197	1691	787	226	842	208	380	367	326	404	494	135^	259	237	239	198^	129^	97^	226	182^
				B	13.5	25	1146	1549	796	277	867	254	429	390	379	390	471	132	242	237	242	189	106	58	105	77
10.00 - 10.30				A	14.0	25	1189	1694	789	206^	834	195^	358	351	317	424	480	124^	246	220	237	202^	130^	102^	250	188^
10.30 - 11.00				A	14.3	27	1214	1667	776	242	840	217	397	377	332	383	501	145^	270	250	238	191^	126^	92^	200^	173^
GIMME A BREAK SAT. 8.30P 30 NBC CS	9	204 98	191 97	A	15.0	25	1274	2054	686	323	791	326	450	390	276	300	477	169	290	263	223	169	300	167	486	332
				B	14.9	26	1265	1934	728	302	812	298	474	414	315	307	417	149	236	229	185	148	266	161	439	319
HARDCASTLE & MCCORMICK 1 SUN. 8.00P 60 ABC A	8	208 99	206 99	A	15.7	24	1333	2110	795	374	876	337	582	513	408	243	884	365	629	519	405	228	194	85^	156	109
				B	15.3	23	1299	1943	737	316	801	290	496	454	379	255	765	297	499	447	360	227	175	74	202	128
2 SUN. 10.00P 60																										
8.00 - 8.30				A	14.2	21	1206	2233	792	339	893	353	581	529	417	252	909	379	638	545	393	248	193^	101^	238	138^
8.30 - 9.00				A	14.1	20	1197	2252	798	351	912	374	601	520	419	248	869	372	624	534	380	220	228	120^	243	135^
10.00 - 10.30				A	17.9	29	1520	1992	805	393	859	321	582	510	394	237	871	347	620	506	420	223	171	58^	91^	91^
10.30 - 11.00				A	16.8	29	1426	1957	775	393	836	307	556	483	394	235	871	364	625	483	409	215	172	63^	78^	78^
HAWAIIAN HEAT FRI. 9.00P 60 ABC OP	9	203 99	204 99	A	10.0	17	849	1861	687	312	759	242	474	398	385	259	716	238	480	419	393	195	146^	103^	240	199
				B	11.3	18	959	1716	624	295	685	220	420	402	350	223	604	216	389	343	305	172	131	64	296	211
9.00 - 9.30				A	10.2	17	866	1814	683	314	760	243	467	379	385	268	682	212	444	392	385	196	133^	89^	239	197
9.30 - 10.00				A	9.9	16	841	1873	684	302	749	238	476	410	378	245	742	264	507	439	397	193	147^	111^	235	196
HIGHWAY TO HEAVEN CONT'D	9	204	203	A	16.4	26	1392	1854	802	308	899	257	426	443	455	388	508	152	241	228	230	226	169	99	278	215

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HIGHWAY TO HEAVEN-CONT'D																										
WED. 8.00P 60 NBC GD		99	99	B	17.6	28	1494	1756	781	295	851	247	439	448	418	342	529	160	294	281	257	200	150	71	226	152
8.00 - 8.30				A	15.8	26	1341	1844	806	319	904	253	420	443	461	393	514	149	240	231	234	230	157	89^	269	206
8.30 - 9.00				A	16.9	27	1435	1868	799	300	898	263	437	445	449	382	503	153	241	226	228	223	182	107	285	224
HILL STREET BLUES	8	211	210	A	16.9	30	1435	1770	674	379	773	345	562	496	359	157	839	391	653	537	393	154	95	31^	63^	44^
THU. 10.00P 60 NBC OP		99	99	B	17.5	29	1486	1642	695	319	764	334	536	499	349	174	729	336	558	496	342	133	89	33	60	32
10.00 - 10.30				A	16.6	29	1409	1789	688	394	791	356	578	508	360	161	852	390	658	544	404	163	86^	31^	60^	46^
10.30 - 11.00				A	17.1	31	1452	1758	664	370	761	334	550	491	364	154	828	392	647	527	385	148	103	32^	66^	42^
HOTEL	8	208	208	A	19.1	32	1622	1575	854	332	935	345	564	489	412	316	508	196	301	262	220	164	62^	26^	70^	48^
WED. 10.00P 60 ABC GD		99	99	B	19.8	33	1681	1566	842	307	934	329	548	459	412	334	518	200	291	243	224	188	77	44	37	26
10.00 - 10.30				A	19.5	32	1656	1572	849	337	935	358	574	490	401	308	511	196	300	268	222	161	67^	29^	59^	39^
10.30 - 11.00				A	18.8	32	1596	1566	854	326	929	328	549	480	423	323	498	193	298	252	213	166	58^	22^	81	59^
HUNTER	6	199		A	11.0	18	934	2175	706	420	706	221^	513	450	429	156^	785	332	591	542	377	135^	328	225^	356	276
1 FRI. 9.00P 60 NBC OP		99		B	11.0	18	934	1823	714	279	773	252	516	467	433	208	643	211	436	418	367	169	181	99	226	176
9.00 - 9.30				A	10.8	17	917	2188	729	448	729	219^	539	466	449	158^	761	341	573	510	344	129^	322	232^	376	288
9.30 - 10.00				A	11.1	18	942	2172	688	394	688	228^	491	439	408	154^	810	330	613	573	404	141^	333	218^	341	264^
IT'S YOUR MOVE	7	193	194	A	13.4	20	1138	1854	718	312	773	339	534	442	347	200	532	270	398	330	215	102^	305	151	244	174
WED. 9.30P 30 NBC CS		97	98	B	14.2	22	1206	1699	729	322	790	321	535	469	357	209	510	226	362	309	226	123	225	111	174	124
JEFFERSONS	6	205	204	A	15.7	22	1333	1642	812	290	908	256	444	396	417	412	527	124	233	242	239	256	101	38^	106	78^
SUN. 9.00P 30 CBS CS		99	99	B	16.3	24	1384	1591	780	289	880	231	417	388	388	409	518	148	257	253	232	221	101	48	92	66
JESSIE	7	203		A	10.9	18	925	1559	816	258^	963	385	628	518	391	291	496	181^	323	274	273	133^	54v	38v	46v	21v
1 TUE. 10.00P 60 ABC OP		99		B	12.7	21	1078	1463	736	272	856	315	501	427	370	294	432	123	247	246	241	154	116	60	59	38
10.00 - 10.30				A	11.0	18	934	1594	832	256^	961	395	637	542	391	276	504	177^	319	268	282	145^	88^	58v	41v	14v
10.30 - 11.00				A	10.8	18	917	1513	797	256^	960	373	614	490	389	305	483	183^	326	278	261^	118^	19v	19v	51v	28v
JOHNNY CARSON-COMEDIANS(S)			195	A	17.3	29	1469	1487	710	289	731	218	431	401	415	263	604	209	339	360	298	204	87^	32v	65^	46^
2 SUN. 10.00P 60 NBC GV			98																							
10.00 - 10.30				A	17.4	28	1477	1471	692	299	712	200	415	391	416	256	597	199	327	356	301	211	87^	27v	75^	51^
10.30 - 11.00				A	17.3	30	1469	1491	726	276	749	240	446	412	409	267	604	217	348	361	293	193	83^	33v	55^	40v
KATE & ALLIE	7	202	201	A	16.6	24	1409	1495	727	304	818	237	448	443	379	314	450	153	268	220	209	161	127	68^	100	59^
MON. 9.00P 30 CBS CS		99	99	B	17.2	25	1460	1504	774	310	847	262	457	458	374	332	438	141	253	228	205	157	113	68	106	69
KNIGHT RIDER	7	203		A	17.4	25	1477	2278	737	260	763	376	526	495	278	182	601	246	456	387	285	139^	299	176	615	448
1 SUN. 8.00P 60 NBC A		99		B	17.5	26	1486	2070	699	273	758	327	518	483	329	184	642	245	446	416	314	153	217	110	453	306
8.00 - 8.30				A	16.2	24	1375	2312	742	278	767	372	527	492	278	187	583	232	428	363	277	141^	292	181	670	492
8.30 - 9.00				A	18.6	26	1579	2243	732	244	760	379	525	494	276	177	613	261	480	408	289	133^	301	169	569	410
KNOTS LANDING	7	205	205	A	18.5	33	1571	1521	828	300	934	354	537	484	383	338	436	146	245	248	210	161	95	48^	56^	44^
THU. 10.00P 60 CBS GD		99	99	B	19.5	33	1656	1542	855	316	966	367	572	495	397	347	420	142	253	244	205	145	89	48	67	46
10.00 - 10.30				A	18.6	32	1579	1536	830	300	936	358	536	481	381	341	447	147	244	255	218	166	97	51^	56^	41^
10.30 - 11.00				A	18.5	33	1571	1489	818	294	924	348	534	481	383	332	418	142	241	237	200	153	91	44^	56^	43^
LOVE BOAT	9	207	203	A	16.7	29	1418	1539	797	275	846	232	369	359	330	418	443	134	214	199	185	204	150	99	100	72^
1 SAT. 9.00P 60 ABC CS		99	97	B	15.8	28	1341	1610	789	277	863	247	392	360	339	425	493	148	242	219	215	217	129	79	125	82
2 SAT. 9.00P 120																										
9.00 - 9.30				A	15.9	27	1350	1634	806	295	860	232	370	369	332	430	474	135	233	209	201	219	144	95	156	112
9.30 - 10.00				A	17.2	30	1460	1545	795	261	841	228	365	350	321	419	441	122	207	192	183	210	134	85^	129	88
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
LOVE BOAT-CONT'D																										
10.00 - 10.30				A	17.4	31	1477	1456	790	267	835	234	375	359	339	402	417	137^	208	214	178	177	186	132^	18v	18v
10.30 - 11.00				A	16.7	31	1418	1424	794	280	841	246	377	355	332	404	412	148^	194	185	166^	188	156^	96^	15v	15v
MAGNUM, P.I.	9	208	208	A	18.9	32	1605	1961	775	272	853	219	445	421	410	373	689	193	399	385	370	245	204	36^	215	172
THU. 8.00P 60 CBS PD		99	99	B	19.7	31	1673	1726	727	257	797	210	403	388	378	352	644	193	371	357	323	233	113	32	172	122
8.00 - 8.30				A	17.5	30	1486	1985	770	256	850	209	435	415	409	383	716	204	416	403	383	250	207	42^	212	168
8.30 - 9.00				A	20.4	34	1732	1928	774	284	849	226	449	424	407	361	658	178	378	366	358	238	204	33^	217	173
MATT HOUSTON	9	206	205	A	12.3	22	1044	1723	741	276	775	246	505	483	419	227	658	179	404	394	379	221	146	97^	144	139
FRI. 10.00P 60 ABC PD		99	99	B	12.6	22	1070	1691	738	321	815	301	538	509	396	221	583	191	369	365	316	167	119	63	174	133
10.00 - 10.30				A	12.2	21	1036	1726	755	279	792	259	514	481	417	235	644	172	390	384	375	220	139	94^	151	146
10.30 - 11.00				A	12.4	23	1053	1709	726	271	757	236	494	480	418	219	666	183	417	402	381	218	151	98^	135	128
MIAMI VICE	7	196		A	12.2	22	1036	1792	631	234^	658	233^	466	409	377	152^	828	369	636	604	391	120^	210^	122^	96^	77^
1 FRI. 10.00P 60 NBC OP		99		B	12.7	22	1078	1674	669	273	734	298	521	460	372	161	659	264	489	460	338	127	154	57	127	90
10.00 - 10.30				A	12.3	21	1044	1811	629	240	657	230^	463	400	369	161^	811	366	621	589	380	119^	220^	113^	123^	103^
10.30 - 11.00				A	12.1	22	1027	1766	630	224^	655	235^	465	414	382	144^	844	371	650	620	403	121^	200^	131^	67^	47v
MIKE HAMMER	8		202	A	12.7	22	1078	1730	681	198^	759	211^	403	400	393	292	727	165^	436	446	451	253	153^	37v	91^	76^
2 SAT. 9.00P 60 CBS PD			99	B	13.0	23	1104	1687	655	237	720	177	398	394	400	275	698	182	410	417	403	234	114	36	155	116
9.00 - 9.30				A	12.6	22	1070	1709	675	206^	750	208^	391	397	385	294	716	159^	431	444	448	248	153^	35v	90^	75^
9.30 - 10.00				A	12.9	22	1095	1726	677	185^	758	213^	408	397	393	288	727	168^	435	441	449	255	150^	38v	91^	75^
MOVIE OF THE WEEK-FRI.(S)			190	A	15.1	26	1282	1813	529	196	598	272	455	400	293	89^	676	284	516	470	348	118^	226	75^	313	235
2 FRI. 9.00P 120 NBC FF			98																							
9.00 - 9.30				A	14.3	24	1214	1807	500	180^	582	256	430	383	293	89^	676	282	517	475	354	116^	221	82^	328	249
9.30 - 10.00				A	15.1	25	1282	1869	511	194	590	282	454	402	288	80^	678	304	521	473	335	116^	224	81^	377	265
10.00 - 10.30				A	16.0	28	1358	1782	558	207	615	274	470	412	305	96^	657	265	502	460	344	117^	234	70^	276	215
10.30 - 11.00				A	15.1	28	1282	1771	541	202	595	271	462	395	283	87^	682	277	518	467	357	117^	225	66^	269	205
MOVIE OF THE WEEK-SAT(S)		195		A	13.1	23	1112	2183	763	320	849	462	685	570	326	116^	663	379	537	474	247	89^	346	158^	325	251
1 SAT. 9.00P 120 NBC FF		98																								
9.00 - 9.30				A	14.1	24	1197	2222	758	321	869	498	696	571	291	122^	660	369	527	471	251	100^	291	158^	402	284
9.30 - 10.00				A	13.5	23	1146	2255	773	336	868	469	712	611	334	113^	649	358	525	467	260	85^	321	163^	417	306
10.00 - 10.30				A	12.9	23	1095	2117	771	309	834	449	673	555	334	112^	650	398	532	457	216^	87^	392	157^	241	203^
10.30 - 11.00				A	11.9	23	1010	2121	746	304	815	427	653	540	343	111^	690	391	565	499	263	85^	392	153^	224^	203^
MURDER, SHE WROTE	7	203	205	A	19.4	28	1647	1631	818	362	897	197	414	416	457	416	555	136	255	260	277	246	90	30^	89	70^
SUN. 8.00P 60 CBS SM		99	99	B	19.1	28	1622	1667	801	333	894	224	445	427	433	392	565	143	288	300	295	225	100	47	108	76
8.00 - 8.30				A	19.1	28	1622	1618	812	365	888	194	413	413	452	409	553	134	255	262	280	244	90	28^	87	69^
8.30 - 9.00				A	19.8	28	1681	1628	815	355	898	202	413	413	456	420	552	137	252	254	272	247	89	30^	89	68^
NATIONAL PEOPLE'S POLL(S)			188	A	10.1	17	857	1679	490	234^	610	306	420	314	233^	190^	487	174^	335	306	266^	131^	274^	138^	308	248^
2 SAT. 9.00P 60 NBC PV			99																							
9.00 - 9.30				A	10.3	18	874	1696	497	218^	615	302	415	324	230^	200^	475	170^	321	279^	253^	140^	267^	133^	339	271^
9.30 - 10.00				A	9.9	17	841	1644	477	247^	599	311	423	301	228^	176^	493	179^	350	329	271^	120^	278^	140^	274^	221^
NBC MONDAY NIGHT MOVIES	8	195	196	A	25.8	39	2190	1700	833	411	909	326	566	512	461	285	510	210	306	318	243	139	179	113	102	76
MON. 9.00P 120 NBC FF		99	99	B	22.6	34	1919	1720	824	332	889	324	563	506	431	271	530	207	341	327	258	139	169	88	132	89
9.00 - 9.30				A	24.1	35	2046	1740	823	405	898	327	553	509	449	285	505	198	301	313	249	150	209	117	128	100
9.30 - 10.00				A	26.1	38	2216	1703	816	401	894	325	558	497	449	283	499	206	305	315	237	136	193	115	117	91
10.00 - 10.30				A	27.0	41	2292	1683	839	418	915	325	574	511	469	286	515	213	308	325	243	133	168	115	85	58
10.30 - 11.00				A	26.0	42	2207	1669	852	414	925	327	578	524	474	287	519	217	306	316	241	141	150	102	75	56^

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NEWS DIGEST-M-F	38	175	171	A	14.0	22	1189	1978	774	323	861	323	513	471	397	281	598	222	353	330	271	200	221	115	298	205
M-F 8.58P 1 NBC N		90	89	B	15.0	23	1274	1886	742	293	805	283	481	445	377	266	609	224	381	354	287	187	197	93	275	186
NBC NEWS DIGEST-2-M-F	16	176	184	A	12.6	20	1070	1795	760	369	842	321	551	479	417	235	607	266	404	361	278	153	221	117	125	87
1 MON. 9.53P 1 NBC N		91	92	B	14.7	23	1248	1710	760	326	826	315	532	491	386	239	584	234	386	357	284	150	165	84	135	95
1 W & F 9.58P 1																										
2 TU&TH 9.58P 1																										
NBC NEWS DIGEST-SAT	8	176	173	A	11.7	20	993	1971	679	326	802	355	457	389	274	299	430	178	284	252	185	134	294	166	445	299
SAT. 8.58P 1 NBC N		90	88	B	12.3	21	1044	1909	731	295	820	311	475	412	307	311	407	147	227	224	176	149	280	167	402	288
NBC NEWS DIGEST-2-SAT.	4		181	A	8.9	16	756	1611	492	241^	617	319^	424	297^	232^	193^	504	193^	359	348	269^	116^	231^	107^	259^	222^
2 SAT. 9.58P 1 NBC N			95	B	10.3	18	874	1877	719	260	799	323	522	448	360	240	518	172	332	346	299	135	253	102	307	249
NBC NEWS DIGEST-SUN	7	170	173	A	16.3	23	1384	1824	727	260	747	250	405	412	357	264	650	210	418	400	336	197	156	72^	271	198
1 SUN. 8.58P 1 NBC N		89	90	B	15.0	22	1274	1965	705	270	741	283	454	431	340	226	649	248	425	381	298	193	179	93	396	271
2 SUN. 9.17P 1																										
NBC NEWS DIGEST-2-SUN.	4	176		A	25.3	37	2148	1864	917	431	988	375	623	608	449	270	563	214	356	348	285	170	144	75^	169	108^
1 SUN. 9.57P 1 NBC N		90		B	17.9	27	1520	1719	770	345	808	296	509	476	385	237	603	215	404	390	323	161	162	74	146	97
NBC NIGHTLY NEWS-SAT.	8	158	161	A	11.5	22	976	1446	684	220	710	105^	249	285	352	404	597	133	255	248	285	295	22v	LT	117^	93^
SAT. 6.30P 30 NBC N		90	90	B	9.7	19	824	1444	681	191	717	135	263	292	329	403	596	147	248	249	248	304	62	16	69	54
NBC NIGHTLY NEWS-SUN	2		109	A	7.3	12	620	1621	768	202^	768	110^	272^	254^	355^	478	684	227^	313^	262^	232^	311^	135^	96v	34v	34v
2 SUN. 6.30P 30 NBC N			64	B	7.3	12	620	1584	788	219	806	124	269	299	391	458	675	233	311	302	247	279	67	48	36	36
NBC NIGHTLY NEWS	39	203	203	A	11.3	20	959	1521	716	230	764	156	288	332	365	395	613	143	251	289	281	288	58^	35^	86	53^
1 M-F 6.30P 30 NBC N		99	99	B	10.4	19	883	1535	737	234	782	162	317	338	384	400	600	141	252	279	283	293	49	27	104	64
2 MTUWF 6.30P 30																										
NBC SUNDAY NIGHT MOVIE	7	196	196	A	22.4	33	1902	1762	814	384	874	278	511	501	442	280	617	197	358	372	337	194	129	43^	142	98
1 SUN. 9.00P 120 NBC FF		99	98	B	17.9	28	1520	1701	765	338	823	294	508	471	401	249	612	219	384	380	315	173	137	52	129	86
2 SUN. 8.00P 120																										
8.00 - 8.30				A	13.7	20	1163	1590	700	321	709	105^	314	366	436	311	659	146^	335	377	418	233	141^	24v	81^	69^
8.30 - 9.00				A	14.5	21	1231	1552	705	317	715	96^	310	377	459	310	683	148^	367	402	436	231	86^	10v	68^	57^
9.00 - 9.30				A	22.1	32	1876	1799	818	390	875	283	506	500	435	281	617	186	364	382	347	190	138	47^	169	104
9.30 - 10.00				A	23.4	34	1987	1775	808	390	865	275	502	498	435	276	620	196	362	384	337	195	138	43^	152	97
10.00 - 10.30				A	30.1	46	2555	1823	884	410	968	370	624	571	453	269	582	239	352	348	274	175	126	53^	147	107
10.30 - 11.00				A	29.4	47	2496	1818	861	407	956	358	612	569	449	271	596	229	360	352	296	182	119	50^	147	114
NEWHART	6	202	202	A	16.6	24	1409	1527	767	361	876	293	519	501	386	297	472	168	292	250	214	159	109	45^	70^	50^
MON. 9.30P 30 CBS CS		99	99	B	17.9	26	1520	1461	788	331	865	274	482	472	386	325	445	160	265	242	197	151	92	46	59	43
NEWSBREAK-M-F	43	184	185	A	15.3	24	1299	1533	810	289	891	238	438	444	427	384	489	115	239	236	261	216	75	25^	78	58
MTHF 9.58P 1 CBS N		89	90	B	15.8	24	1341	1567	815	301	893	258	461	447	419	373	490	133	264	255	249	193	92	43	92	64
1 TUE. 9.57P 1																										
1 WED. 9.56P 2																										
2 TUE. 9.50P 1																										
2 WED. 9.56P 1																										
NEWSBREAK-SAT.	9	188	193	A	10.8	19	917	1742	634	219	713	242	416	411	350	239	679	165	386	402	427	242	157	98^	193	170
1 SAT. 9.56P 1 CBS N		94	95	B	11.5	20	976	1703	638	240	714	200	400	397	369	266	693	193	400	411	388	236	119	53	177	141
2 SAT. 9.58P 1																										

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AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NEWSBREAK-SUN.	8	191	185	A	12.0	18	1019	1443	741	232	827	256	396	342	334	398	465	112^	207	199	207	235	72^	32^	79^	70^
SUN. 9.58P 1 CBS N		94	91	B	15.6	24	1324	1523	768	277	859	225	410	400	395	387	558	163	310	297	274	206	61	31	45	36
NFL MONDAY NIGHT FOOTBALL	10	211	215	A	17.3	29	1469	1560	486	162	508	148	321	308	271	143	874	331	565	524	413	247	121	21v	57^	42^
1 MON. 9.00P 215 ABC SE		99	99	B	15.9	27	1350	1481	456	176	480	139	294	273	258	154	871	326	555	515	420	257	79	20	51	32
2 MON. 9.00P 202																										
9.00 - 9.30				A	16.9	25	1435	1692	465	141	488	158	290	261	221	164	917	359	585	574	413	262	191	56^	96	74^
9.30 - 10.00				A	18.9	27	1605	1636	461	143	483	154	293	275	229	154	887	317	569	553	445	252	154	36^	112	81
10.00 - 10.30				A	19.3	28	1639	1616	492	173	523	155	334	307	278	150	887	312	568	543	449	255	121	20^	85	58^
10.30 - 11.00				A	17.2	26	1460	1592	503	178	548	151	346	321	306	158	886	323	579	539	430	242	104	10v	54^	42^
11.00 - 11.30				A	17.2	31	1460	1515	503	167	518	149	324	322	297	138	877	353	575	533	394	232	104	14v	16v	10v
11.30 - 12.00				A	16.6	37	1409	1427	488	164	499	143	330	321	284	123	839	327	532	465	378	247	78^	LT	11v	7v
12.00 - 12.30				A	15.5	40	1316	1397	501	181	508	135	339	353	300	107	799	327	528	434	364	227	81^	LT	9v	5v
NIGHT COURT	8	201	200	A	15.5	26	1316	1935	757	447	937	404	617	542	403	242	665	294	462	408	300	160	186	103	147	123
THU. 9.30P 30 NBC CS		99	99	B	16.6	26	1409	1716	740	334	830	336	525	493	362	243	601	262	425	397	278	134	159	83	126	87
PAPER DOLLS	6	207		A	12.0	18	1019	1762	840	270	885	460	615	467	271	226^	469	206^	314	245	192^	134^	282	240^	126^	82^
1 TUE. 9.00P 60 ABC GD		99		B	12.8	20	1087	1621	791	311	885	406	582	462	338	231	441	183	274	254	183	137	176	125	119	76
9.00 - 9.30				A	12.1	18	1027	1800	849	270	894	459	608	458	262	246	477	193^	315	249	210^	138^	296	242	133^	88^
9.30 - 10.00				A	11.9	18	1010	1710	830	271	871	460	619	475	276	204^	455	217^	306	239^	171^	129^	267	236^	117^	78^
PAPER DOLLS	1		207	A	12.1	21	1027	1560	896	521	1006	452	700	470	396	251	368	61v	155^	189^	245	118^	105^	85^	81^	46v
2 TUE. 10.00P 60 ABC GD			99	B	12.1	21	1027	1560	896	521	1006	452	700	470	396	251	368	61	155	189	245	118	105	85	81	46
10.00 - 10.30				A	12.5	21	1061	1569	873	496	976	430	670	463	386	254	364	52v	146^	182^	238	130^	145^	104^	84^	56v
10.30 - 11.00				A	11.7	21	993	1541	913	543	1031	473	729	473	405	247^	369	70^	161^	196^	249^	103^	64^	64^	77^	36v
PARTNERS IN CRIME	1		190	A	8.6	16	730	1574	526	280^	661	279^	441	406	313^	162^	439	173^	247^	218^	199^	163^	172^	115^	302^	275^
2 SAT. 10.00P 60 NBC PD			98	B	8.6	16	730	1574	526	280	661	279	441	406	313	162	439	173	247	218	199	163	172	115	302	275
10.00 - 10.30				A	8.1	15	688	1608	535	276^	663	291^	431	373	298^	179^	440	165^	233^	211^	206^	173^	203^	108^	302^	271^
10.30 - 11.00				A	9.0	17	764	1546	523	286^	666	272^	454	440	329	149^	439	184^	263^	222^	192^	155^	137^	120^	304^	282^
PUNKY BREWSTER	5		182	A	12.0	18	1019	1797	699	151^	699	223^	419	421	358	226^	437	132^	264	275	226^	147^	241^	99^	420	301
2 SUN. 7.30P 30 NBC CS			94	B	11.6	18	985	1862	678	215	741	266	476	455	333	231	479	181	300	300	219	140	222	107	420	307
REMINGTON STEELE	7	200	199	A	15.7	27	1333	1599	706	317	732	229	475	447	398	231	646	249	436	395	318	173	142	50^	79^	51^
TUE. 10.00P 60 NBC PD		99	99	B	16.6	28	1409	1585	710	299	760	269	507	479	390	209	637	258	462	412	317	138	119	39	69	42
10.00 - 10.30				A	15.9	26	1350	1605	705	320	730	239	482	443	382	229	637	239	427	393	322	172	152	55^	86^	57^
10.30 - 11.00				A	15.5	27	1316	1581	703	310	729	214	465	446	414	232	653	259	444	395	313	176	130	46^	69^	44^
RIPLEY'S BELIEVE IT-NOT	9	192	192	A	12.8	19	1087	2320	740	316	826	346	578	520	373	197	814	378	573	482	334	188	235	77^	445	306
SUN. 7.00P 60 ABC U		95	97	B	11.5	18	976	2112	707	273	771	289	479	456	372	220	768	327	523	447	336	207	193	64	380	257
7.00 - 7.30				A	11.4	18	968	2330	745	308	825	331	566	512	379	208	829	373	576	473	342	209	217	73^	459	316
7.30 - 8.00				A	14.1	21	1197	2325	742	322	834	362	588	533	368	190	809	389	579	493	330	172	245	80^	437	299
RIPTIDE	6	200	199	A	17.8	27	1511	1639	663	302	739	264	454	424	324	244	631	248	402	384	288	188	148	48^	121	85
TUE. 9.00P 60 NBC PD		99	99	B	19.4	30	1647	1688	666	277	739	260	469	442	351	226	658	253	441	409	319	175	151	51	140	94
9.00 - 9.30				A	17.6	27	1494	1660	668	296	744	269	456	423	319	248	635	242	396	385	294	197	145	47^	136	97
9.30 - 10.00				A	17.9	28	1520	1622	661	306	737	261	454	426	331	244	628	253	404	382	284	182	152	49^	105	71^
ST. ELSEWHERE	9	206	205	A	12.6	21	1070	1803	834	377	925	420	678	583	393	205	648	350	518	443	256	91^	139	58^	91^	54^
WED. 10.00P 60 NBC GD		99	99	B	13.4	23	1138	1610	808	343	879	372	605	564	394	222	570	274	443	394	251	102	102	44	59	40
10.00 - 10.30				A	12.3	20	1044	1807	849	385	935	443	692	595	378	206	633	336	501	431	257	91^	144	58^	95^	57^
10.30 - 11.00				A	12.9	22	1095	1790	818	371	914	399	664	571	406	204	659	365	533	455	254	88^	130	58^	87^	50^

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
SCARECROW & MRS. KING	7	208	208	A	17.7	27	1503	1635	750	297	853	252	450	426	397	363	500	130	263	242	264	208	119	79^	163	114
MON. 8.00P 60 CBS GD		99	99	B	17.5	27	1486	1618	765	289	853	238	444	428	397	358	479	128	248	240	249	192	102	52	184	129
8.00 - 8.30				A	17.3	26	1469	1641	755	300	858	249	444	424	396	374	502	132	264	244	262	210	117	78^	164	121
8.30 - 9.00				A	18.1	27	1537	1623	742	293	844	250	448	430	399	351	497	130	263	239	264	205	119	82^	163	108
SILVER SPOONS	7	181	184	A	10.4	16	883	2010	713	262	730	261	458	442	338	230	559	201	382	351	278	131^	205	91^	516	381
1 SUN. 7.30P 30 NBC CS		93	94	B	10.3	17	874	1885	666	279	714	254	456	436	339	207	505	186	332	313	249	132	216	112	450	305
2 SUN. 7.00P 30																										
SIMON & SIMON	8	208	208	A	21.6	35	1834	1682	778	274	843	232	453	434	424	347	591	160	335	341	335	206	121	29^	127	84
THU. 9.00P 60 CBS PD		99	99	B	20.8	32	1766	1676	773	265	852	255	461	428	404	342	604	178	347	331	313	213	102	27	118	77
9.00 - 9.30				A	21.4	35	1817	1731	789	293	859	243	468	443	433	346	603	168	345	355	339	206	121	26^	148	95
9.30 - 10.00				A	21.6	36	1834	1644	773	257	833	223	439	429	416	350	582	153	327	332	334	206	121	32^	108	72
60 MINUTES	10	209	209	A	23.9	36	2029	1676	721	302	793	186	341	347	381	400	667	163	327	330	343	288	99	47^	117	83
SUN. 7.00P 60 CBS DN		99	99	B	21.6	34	1834	1633	745	308	805	181	352	356	384	399	670	180	343	341	326	278	74	32	84	53
7.00 - 7.30				A	22.4	34	1902	1676	726	295	795	188	334	342	377	409	661	155	317	317	340	295	95	47^	125	90
7.30 - 8.00				A	25.3	38	2148	1675	717	309	793	185	345	353	383	394	675	170	338	342	347	283	99	47^	108	77
SPORTSBREAK-SAT	10	192	199	A	11.4	19	968	1902	640	231	700	198	430	439	369	227	744	259	476	443	400	228	154	71^	304	224
1 SAT. 8.58P 1 CBS SN		94	94	B	11.3	20	959	1938	678	264	740	215	440	429	388	255	759	285	498	456	387	222	129	47	310	222
2 SAT. 8.57P 2																										
SPORTSBREAK-SUN	10	202	201	A	15.9	22	1350	1626	822	350	905	206	413	412	464	427	545	141	249	239	260	252	94	35^	82^	66^
SUN. 8.58P 1 CBS SN		98	96	B	18.5	27	1571	1639	798	317	884	213	423	416	426	402	572	151	303	303	292	226	90	43	93	65
T.J. HOOKER	7	206	207	A	12.2	21	1036	1657	772	271	840	245	401	372	338	384	524	109^	219	225	239	274	138	57^	155	119^
SAT. 8.00P 60 ABC OP		98	99	B	12.4	22	1053	1682	744	261	806	206	360	340	348	398	560	121	243	264	270	270	131	69	185	122
8.00 - 8.30				A	11.6	20	985	1623	761	249	821	237	384	354	324	380	534	99^	208	219	247	289	129	48^	139	103^
8.30 - 9.00				A	12.9	22	1095	1667	775	286	845	252	410	383	341	382	510	118	228	227	230	258	144	64^	168	131
TV BLOOPERS & PRAC. JOKES	9	208	204	A	18.4	28	1562	1896	745	332	838	358	510	413	332	271	559	207	360	335	252	182	268	116	231	145
MON. 8.00P 60 NBC CV		99	99	B	16.8	26	1426	1880	735	319	816	329	504	408	340	271	549	211	335	293	239	186	235	104	280	197
8.00 - 8.30				A	17.5	27	1486	1888	732	325	831	352	501	399	324	277	560	190	349	321	261	194	278	119	219	143
8.30 - 9.00				A	19.3	29	1639	1891	755	340	842	363	516	424	335	267	554	222	367	344	242	170	253	112	242	145
THREE'S A CROWD	4	204	201	A	15.2	23	1290	1658	769	225	832	277	453	383	355	336	474	176	256	197	187	192	173	95^	179	106
TUE. 8.00P 30 ABC CS		99	98	B	15.0	23	1274	1693	722	234	791	279	428	367	312	322	528	203	305	242	204	198	176	92	198	132
TRAPPER JOHN, M.D.	7	205	203	A	13.4	22	1138	1424	774	266	878	235	436	396	413	398	439	104^	197	196	225	204	58^	52^	49^	28v
SUN. 10.00P 60 CBS GD		99	99	B	14.7	25	1248	1459	747	271	865	233	430	396	393	384	490	159	261	251	232	185	65	37	39	29
10.00 - 10.30				A	13.5	21	1146	1422	764	261	866	233	425	386	400	395	437	108^	194	192	219	202	57^	53^	62^	39^
10.30 - 11.00				A	13.4	22	1138	1405	773	264	879	234	439	401	418	397	436	102^	199	197	227	201	54^	50^	36^	15v
20/20	8	207	207	A	12.4	22	1053	1646	737	274	792	185	405	398	433	339	657	168	353	377	361	230	130	43^	67^	65^
THU. 10.00P 60 ABC DN		99	99	B	14.1	24	1197	1542	731	304	809	199	418	421	415	331	612	161	338	356	310	220	81	33	40	30
10.00 - 10.30				A	12.5	22	1061	1670	734	276	800	202	421	400	421	330	661	179	364	389	354	220	134	42^	75^	68^
10.30 - 11.00				A	12.3	22	1044	1611	736	269	778	164	387	395	440	346	644	153	338	366	366	235	128	44^	61^	61^
U.S.OLYM PRO BOXING DEBUT(S)		202		A	9.5	15	807	1533	434	152^	453	157^	306^	273^	254^	126^	854	304^	498	539	436	244^	38v	LT	188^	98^
1 THU. 8.00P 120 ABC SE		98																								
8.00 - 8.30				A	8.4	13	713	1561	477	145^	477	166^	328^	295^	245^	149^	794	246^	417	519	420	249^	31v	LT	259^	128^
8.30 - 9.00				A	9.3	14	790	1676	424	221^	502	212^	339	298^	248^	126^	846	275^	476	550	469	234^	35v	LT	293^	135^
9.00 - 9.30				A	9.8	15	832	1476	430	130^	430	133^	287^	261^	267^	120^	902	356	556	565	425	253^	40v	LT	104^	67v
9.30 - 10.00				A	10.4	16	883	1445	418	117^	418	125^	279^	246^	257^	115^	867	331	533	529	433	238^	42v	LT	118^	66v

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EVENING CONT'D																										
V	5	204	204	A	13.7	23	1163	2174	655	255	702	296	505	461	359	152	678	302	502	453	319	128	299	146	495	352
FRI. 8.00P 60 NBC SF		99	99	B	14.2	24	1206	2161	713	275	774	294	549	482	409	173	666	285	484	448	327	136	268	119	453	326
8.00 - 8.30				A	13.4	23	1138	2127	653	250	692	285	483	445	351	164	663	295	485	436	307	129	283	130	489	346
8.30 - 9.00				A	13.8	23	1172	2239	664	259	716	306	526	479	368	143	703	316	524	470	336	130	312	162	508	362
WEBSTER	9	207	208	A	16.8	28	1426	1719	729	334	846	266	447	388	372	348	493	143	277	267	235	185	124	90	256	185
FRI. 8.30P 30 ABC CS		99	99	B	16.3	27	1384	1776	764	323	859	280	468	442	377	332	483	160	272	261	226	174	143	88	291	191
WHO'S THE BOSS?	4	203	202	A	14.6	22	1240	1702	780	215	853	307	485	405	361	318	497	167	274	221	226	187	184	138	168	120
TUE. 8.30P 30 ABC CS		99	99	B	15.5	23	1316	1727	748	243	831	311	468	397	332	309	510	197	309	247	211	173	197	128	189	129
WRLD FUNNIEST COM'L GOOFS(S)			202	A	16.8	26	1426	1657	716	280	799	307	517	470	355	247	556	163^	324	300	300	208	240	131^	62^	46^
2 TUE. 9.00P 60 ABC U			99																							
9.00 - 9.30				A	16.6	25	1409	1676	715	271	792	298	499	446	355	254	579	178	341	305	298	217	249	130^	56^	46^
9.30 - 10.00				A	17.1	27	1452	1621	712	287	799	313	531	491	350	238	527	146^	302	292	295	196	229	132^	66^	43v
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	7	200	201	A	3.4	18	289	1142	430^	246^	485	139^	207^	332^	269^	146^	643	394^	491	457	190^	142^	LT	LT	LT	LT
1 MON. 1.05A 30 ABC N		97	97	B	3.6	17	306	1069	375	147	453	126	214	259	233	151	605	253	385	385	269	191	LT	LT	LT	LT
2 MON. 12.52A 30																										
ABC NEWS:NIGHTLINE	27	197	198	A	5.6	16	475	1314	652	198	673	142	332	342	401	267	587	181	339	340	303	194	20v	11v	34^	27v
TU-F 11.30P 30 ABC N		97	97	B	5.8	16	492	1374	641	219	700	179	359	337	376	271	611	193	336	323	289	225	29	14	34	21
ABC ROCKS	7	135	136	A	1.9	6	161	1205	453^	204^	460^	131v	348^	249^	273^	112v	720^	477^	577^	528^	156v	93v	LT	LT	LT	LT
FRI. 12.00M 32 ABC PC		75	75	B	2.2	7	187	1044	368	276	455	233	384	279	199	42	484	295	380	357	147	75	37	LT	68	51
ABC WEEKEND REPORT-SAT.	8	166	166	A	3.9	10	331	1381	720	288^	768	214^	460	396	414	285^	460	127^	275^	287^	262^	140^	42v	24v	111^	111^
SAT. 11.30P 15 ABC N		88	88	B	4.1	11	348	1327	749	211	789	209	426	429	429	270	490	89	224	227	281	229	21	LT	27	27
ABC WEEKEND REPORT-SUN.	8	169	166	A	4.2	16	357	1325	592	104^	642	263^	389	347^	354^	183^	611	272^	507	355	314^	88v	33v	LT	39v	26v
1 SUN. 11.44P 15 ABC N		91	91	B	3.7	13	314	1151	577	195	617	219	355	297	291	214	494	187	343	267	232	131	22	LT	18	LT
2 SUN. 11.30P 15																										
CBS NEWS NIGHTWATCH-1	39	62	63	A	1.3	14	110	691	364^	172^	382^	45v	173^	182^	301^	155^	300^	100v	182^	182^	182^	109v	LT	LT	LT	LT
M-THSU 2.00A 30 CBS N		60	60	B	1.2	13	102	779	397	200	452	106	281	254	275	141	321	129	182	193	166	111	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2	45	94	95	A	1.1	21	93	591^	268^	75v	279^	75v	140v	128v	172^	86v	269^	151v	194^	182^	107v	54v	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N		85	86	B	1.0	19	85	709	294	152	336	109	233	217	183	79	363	190	255	255	137	92	LT	LT	LT	LT
2.30 - 3.00				A	1.3	17	110	736	308^	100v	308^	LT	99v	155^	264^	136v	355^	100v	219^	209^	236^	119v	LT	LT	45v	45v
3.00 - 3.30				A	1.3	21	110	609	328^	LT	328^	73v	191^	155^	236^	100v	281^	136v	208^	181^	127v	73v	LT	LT	LT	LT
3.30 - 4.00				A	1.0	19	85	529^	282^	LT	282^	LT	153v	153v	212^	82v	247^	118v	130v	188^	129v	59v	LT	LT	LT	LT
4.00 - 4.30				A	1.0	22	85	529^	247^	106v	247^	106v	141v	106v	118v	70v	212^	130v	130v	177v	82v	LT	LT	LT	70v	LT
4.30 - 5.00				A	.9	22	76	434^	197v	LT	211^	106v	106v	LT	65v	66v	223^	184v	184v	223^	LT	LT	LT	LT	LT	LT
5.00 - 5.30				A	.9	22	76	408^	237^	LT	237^	132v	158v	105v	LT	66v	171v	171v	171v	171v	LT	LT	LT	LT	LT	LT
5.30 - 6.00				A	1.0	23	85	471^	260^	71v	260^	LT	71v	141v	176v	83v	211^	176v	176v	94v	LT	LT	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	9	140	139	A	5.6	11	475	1392	693	278	742	147^	384	375	460	316	567	209^	341	320	256^	202^	60v	48v	23v	LT
SUN. 11.00P 15 CBS N		74	73	B	5.7	12	484	1343	704	251	777	166	361	356	395	356	528	154	285	273	262	219	24	17	14	LT
DAVID LETTERMAN I	31	190	188	A	4.1	19	348	1359	464	223	531	215	315	245	250	149^	713	446	543	343	190	126^	69^	LT	46^	LT
M-TH 12.30A 30 NBC GV		99	99	B	3.6	18	306	1289	495	201	561	228	323	284	250	155	667	382	486	351	222	142	27	LT	34	LT
DAVID LETTERMAN II	31	190	188	A	3.2	19	272	1290	397	279	522	228	328	235	243	136^	687	452	552	334	187^	95^	40v	LT	41v	LT
M-TH 1.00A 30 NBC GV		99	99	B	2.7	18	229	1239	454	194	504	193	300	267	247	134	650	399	513	347	209	115	22	LT	63	LT

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
DAVID LETTERMAN-SPECIAL(S)			195	A	4.1	20	348	1761	607^	305^	710^	441^	548^	405^	248^	77v	970	761	856	450^	164v	95v	74v	74v	LT	LT
2 FRI. 12.30A 90 NBC GV			99																							
12.30 - 1.00				A	5.2	21	441	1617	593	321^	718	366^	500^	392^	314^	114v	857	587	699	453^	206^	132v	26v	26v	16v	16v
1.00 - 1.30				A	4.0	20	340	2103	710^	383^	831	583^	662^	495^	248^	44v	1179	997	1064	494^	138v	92v	93v	93v	LT	LT
1.30 - 2.00				A	3.1	19	263	1578	506^	183v	548^	380^	486^	316^	149v	62v	897^	752^	852^	388^	122v	45v	133v	133v	LT	LT
EYE ON HOLLYWOOD	19	107	108	A	1.7	6	144	1007	340^	35v	340^	125^	187^	187^	139^	112^	597	291^	423^	333^	230^	139^	56v	42v	LT	LT
1 TU & W 12.00M 30 ABC GV		65	66	B	1.7	6	144	1077	394	187	482	172	273	202	264	158	569	243	387	361	246	136	LT	LT	LT	LT
1 THU. 12.00M 31																										
2 TU&TH 12.00M 31																										
2 WED. 12.00M 30																										
FRIDAY NIGHT VIDEOS	7	193		A	3.2	16	272	1401	416^	224v	607^	434^	518^	265^	159v	73v	423^	262^	305^	118v	139v	91v	139v	51v	232v	232v
1 FRI. 12.30A 90 NBC PC		99		B	3.2	16	272	1222	417	189	508	300	394	254	160	92	484	351	411	221	115	58	158	46	72	67
12.30 - 1.00				A	3.7	15	314	1580	545^	302^	681^	402^	544^	381^	242^	102v	549^	345^	405^	218^	144v	111v	76v	LT	274^	274^
1.00 - 1.30				A	3.3	16	280	1332	343^	164v	514^	386^	465^	243^	128v	49v	357^	200v	236^	79v	157v	78v	164v	46v	297^	297^
1.30 - 2.00				A	2.6	16	221	1235	312^	181v	607^	543^	543^	113v	64v	64v	339^	221v	253v	32v	118v	86v	194v	131v	95v	95v
FRIDAY NIGHT VIDEOS SP ED(S)			190	A	4.7	15	399	1306	497^	328^	560^	333^	426^	297^	216^	101v	434^	273^	333^	263^	103v	71v	212^	93v	100v	67v
2 SAT. 11.30P 83 NBC PC			98																							
11.30 - 12.00				A	5.8	16	492	1250	457^	311^	536	328^	410^	284^	178^	111v	418^	282^	311^	229^	88v	78v	206^	92v	90v	67v
12.00 - 12.30				A	4.4	14	374	1289	474^	348^	538^	334^	413^	287^	204^	72v	411^	266^	309^	232^	73v	72v	217^	93v	123v	56v
12.30 - 1.00				A	3.6	13	306	1487	623^	349^	672^	349^	489^	344^	323^	143v	499^	261^	415^	383^	183v	55v	224^	102v	92v	92v
G MICHAELS SPORTS MACHINE	10	77	74	A	2.2	8	187	1011	502^	373^	550^	123v	375^	379^	396^	128v	413^	172v	290^	322^	182^	91v	LT	LT	48v	48v

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
SUN. 12.00M 30 NBC SC		51	49	B	1.6	6	136	939	419	256	448	129	292	341	295	90	460	225	325	312	162	121	LT	LT	LT	LT
LATE MOVIE I	49	176	176	A	5.1	16	433	1171	546	259	614	180	358	347	351	182	498	178	327	282	247	145	24v	16v	35v	18v
1 M-TH 11.30P 67 CBS FF		90	90	B	4.9	16	416	1197	595	218	654	193	382	358	350	215	471	168	307	279	237	136	40	22	32	17
1 FRI. 11.30P 68																										
2 MON. 11.30P 66																										
2 TU-TH 11.30P 67																										
2 FRI. 11.30P 70																										
11.30 - 12.00				A	5.6	16	475	1211	569	260	649	191	367	358	358	205	500	170	326	291	253	146	21v	19v	41^	21v
12.00 - 12.30				A	4.8	17	408	1159	540	255	596	174	361	350	356	162	510	189	336	279	248	147^	21v	14v	32v	17v
12.30 - 1.00				A	4.6	20	391	1056	474	228	515	146^	299	281	286	157^	475	179	317	272	228	142^	27v	15v	39v	23v
LATE MOVIE II	49	176	176	A	3.5	18	297	1007	474	245	515	138^	265	266	283	175^	435	158^	293	256	227	128^	30v	17v	27v	LT
1 M & TH 12.37A 49 CBS FF		90	90	B	3.3	18	280	1050	514	212	561	161	341	318	311	171	433	172	287	276	225	115	31	18	25	LT
1 TUE. 12.37A 57																										
1 WED. 12.37A 50																										
1 FRI. 12.38A 50																										
2 MON. 12.36A 49																										
2 TUE. 12.37A 53																										
2 WED. 12.37A 47																										
2 THU. 12.37A 48																										
2 FRI. 12.40A 48																										
12.30 - 1.00				A	3.6	17	306	1010	461	219	497	133^	277	268	278	158^	454	166^	301	259	230	140^	23v	17v	36v	20v
1.00 - 1.30				A	3.3	19	280	1036	500	264	539	143^	264	271	292	189^	439	157^	307	269	235	121^	40v	18v	18v	LT
SATURDAY NIGHT	7	197		A	7.0	22	594	1258	564	269^	626	310^	480	366^	234^	117^	478	215^	394^	357^	241^	80v	61v	LT	93v	93v
1 SAT. 11.30P 78 NBC GV		99		B	7.1	21	603	1388	564	260	620	310	461	389	251	116	521	272	439	375	218	75	166	81	81	73
11.30 - 12.00				A	8.1	22	688	1276	542	252^	622	294^	461	347^	246^	137^	533	214^	412	387	272^	121^	55v	LT	66v	66v
12.00 - 12.30				A	7.0	23	594	1258	576	283^	647	324^	495	381^	231^	118^	425	213^	372^	323^	212^	53v	71v	LT	115^	115^
12.30 - 1.00				A	5.4	21	458	1153	563	264^	563	312^	473^	358^	192^	59v	430	218^	384^	336^	212^	31v	51v	LT	109v	109v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
TONIGHT SHOW	38	200	200	A	7.2	22	611	1396	643	251	691	181	346	344	370	270	617	293	422	327	244	163	48^	16v	40^	23v
M-F 11.30P 60 NBC GV		99	99	B	6.9	22	586	1362	618	222	669	213	352	338	318	245	608	277	398	321	257	170	53	18	32	19
11.30 - 12.00				A	7.8	22	662	1420	680	257	727	174	367	371	405	290	616	268	414	338	268	171	45^	18v	32^	18v
12.00 - 12.30				A	6.6	23	560	1341	596	241	642	189	317	313	327	241	611	324	428	307	209	153	46^	13v	42^	25v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPEC(S)		182		A	6.8	18	577	1778	794	269^	1006	522	732	448	381^	235^	283^	135^	198^	132^	100v	85v	246^	209^	243^	133^
1 WED. 4.30P 60 ABC FV		95																								
4.30 - 5.00				A	6.2	17	526	1779	833	358^	1103	592	859	523	434^	210^	211^	114v	114v	64v	46v	97v	248^	234^	217^	113v
5.00 - 5.30				A	7.4	18	626	1761	756	189^	917	460	620	384^	332^	253^	336^	149^	264^	187^	141^	72v	246^	189^	262^	147^
ABC DAYTIME NEWSBRIEF-M-F	40	208	206	A	7.5	25	637	1400	842	284	944	458	671	531	375	227	259	111	147	117	64^	103	95^	83^	102	37^
M-F 2.58P 1 ABC N		99	99	B	7.7	27	654	1270	796	225	888	432	630	490	358	216	214	94	126	98	61	81	62	51	106	30
ABC WORLD NEWS-MORN-615A	40	108	108	A	1.5	17	127	906	331^	126^	418^	190^	284^	237^	165^	102v	347^	95v	173^	181^	141^	158^	LT	LT	110v	110v
M-F 6.15A 15 ABC N		77	77	B	1.5	17	127	982	501	248	538	163	359	350	273	137	342	94	210	199	181	116	48	LT	54	45
ABC WORLD NEWS-MORN-645A	40	169	169	A	2.4	18	204	1078	441	177^	490	196^	295^	279^	186^	162^	421	113^	230^	235^	196^	162^	93^	93^	74v	74v
M-F 6.45A 15 ABC N		92	92	B	2.6	20	221	1231	572	257	642	203	437	411	341	154	418	117	236	235	226	154	77	50	94	70
ALL MY CHILDREN	35	208	206	A	7.6	24	645	1425	858	320	999	564	738	509	345	194	289	147	203	149	78^	84^	43^	32^	94^	27^
M-F 1.00P 60 ABC DD		99	99	B	7.9	26	671	1353	880	259	987	504	693	530	351	238	225	106	154	116	71	68	28	21	113	20
1.00 - 1.30				A	7.2	23	611	1396	834	306	981	554	726	499	335	192	289	146	202	150	76^	86^	46^	30^	80^	25v
1.30 - 2.00				A	8.1	26	688	1411	860	323	989	561	733	510	342	187	280	143	196	144	75^	80^	42^	34^	100	26^
ANOTHER WORLD	39	201	200	A	5.5	19	467	1274	778	144	859	277	427	405	355	372	253	109^	134	120^	99^	94^	27v	27v	135	45^
1 M-F 2.00P 60 NBC DD		99	99	B	5.3	19	450	1299	862	142	926	290	459	400	396	428	234	99	109	86	83	101	42	34	97	29
2 MTUWF 2.00P 60																										
2.00 - 2.30				A	5.6	19	475	1259	773	141	853	274	423	401	353	370	257	122^	141	122^	91^	91^	29v	29v	120^	36^
2.30 - 3.00				A	5.4	19	458	1277	789	143	865	278	431	410	360	373	239	95^	120^	111^	99^	95^	23v	23v	150	54^
ANOTHER WORLD(B)			161	A	3.6	9	306	1719	500^	35v	973	442^	641^	490^	385^	291^	378^	58v	182v	213^	280^	117v	178v	85v	190v	190v
2 THU. 2.00P 60 NBC DD			82																							
2.00 - 2.30				A	3.7	9	314	1723	484^	32v	1004	491^	682^	490^	379^	287^	360^	41v	158v	203^	267^	123v	191v	85v	168v	168v
2.30 - 3.00				A	3.5	9	297	1690	512^	40v	926	384^	590^	482^	383^	289^	398^	75v	205v	222^	296^	115v	154v	80v	212v	212v
AS THE WORLD TURNS	43	204	204	A	7.3	25	620	1200	763	79^	879	272	400	343	337	423	216	51^	80^	52^	79^	131	29^	LT	76^	22v
1 M-F 1.30P 60 CBS DD		99	99	B	7.3	25	620	1170	825	98	896	234	388	352	349	458	202	45	78	69	90	112	21	LT	51	10
2 M-W 1.30P 60																										
1.30 - 2.00				A	7.0	23	594	1178	749	79^	880	274	401	339	334	426	214	39^	68^	48^	83^	142	20v	LT	64^	17v
2.00 - 2.30				A	7.6	26	645	1205	772	75^	871	269	398	348	336	413	217	64^	92^	55^	74^	120	33^	LT	84^	26^
BODY LANGUAGE	43	98	99	A	2.7	8	229	1262	724	231^	877	231^	397	349	296	415	310	62v	110^	74^	152^	197^	40v	40v	35v	LT
1 M-F 4.00P 30 CBS PV		52	52	B	2.8	9	238	1274	758	197	835	216	363	348	347	417	306	68	133	129	154	159	47	27	86	40
2 M-W 4.00P 30																										
CAPITOL	43	197	197	A	5.8	20	492	1195	731	85^	839	234	380	345	380	396	202	53^	67^	52^	59^	128	45^	16v	109^	39^
1 M-F 2.30P 30 CBS DD		95	95	B	5.9	21	501	1143	775	111	858	234	383	350	360	421	188	43	75	72	90	104	39	15	58	13
2 M-W 2.30P 30																										
CBS COLLEGE FTBL PRE-FRI(S)			202	A	6.0	19	509	1670	431^	197^	545	197^	289^	317^	236^	199^	924	520	697	556	285^	212^	165^	17v	36v	36v
2 FRI. 2.30P 7 CBS SC			98																							
CBS COLLEGE FOOTBALL-FRI(S)			204	A	9.8	26	832	1621	422	211^	496	154^	268^	261^	225^	196^	938	379	596	554	422	269^	119^	15v	68v	61v
2 FRI. 2.37P 226 CBS SE			98																							
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
CBS COLLEGE FOOTBA-CONT'D																										
2.30 - 3.00				A	6.7	21	569	1698	427^	192^	528	175^	277^	319^	256^	185^	968	538	715	560	317^	223^	169^	19v	33v	33v
3.00 - 3.30				A	8.0	25	679	1695	399	180^	481	157^	271^	303^	238^	163^	1053	546	724	656	349^	265^	128^	21v	33v	33v
3.30 - 4.00				A	8.7	26	739	1639	391	158^	443	123^	238^	259^	218^	169^	1015	507	667	562	358	282^	136^	15v	45v	45v
4.00 - 4.30				A	9.7	27	824	1433	341	159^	387	122^	204^	184^	175^	157^	934	412	613	551	386	249^	61v	LT	51v	51v
4.30 - 5.00				A	9.5	25	807	1600	385	205^	455	159^	261^	234^	193^	168^	965	391	615	587	449	266^	110^	13v	70v	70v
5.00 - 5.30				A	10.8	27	917	1698	464	241^	556	174^	294	264^	237^	231^	932	324	564	557	477	283	139^	29v	71^	61v
5.30 - 6.00				A	11.8	27	1002	1660	447	260	543	185^	294	268	224^	221^	886	284	546	525	469	270	150^	25v	81^	63v
6.00 - 6.30				A	13.4	28	1138	1550	488	250	543	134^	286	287	265	229	807	195^	441	462	470	283	84^	LT	116^	97^
CBS COLLEGE FTBL POST-FRI(S)		204		A	12.7	26	1078	1541	503	254	566	145^	306	298	267	234	790	175^	431	458	472	280	65^	LT	120^	100^
2 FRI. 6.23P 6 CBS SC		98																								
CBS EARLY MORNING NEWS	45	136	137	A	1.5	16	127	1000	424^	212^	456^	86v	251^	299^	323^	157^	520	118v	212^	213^	213^	260^	LT	LT	LT	LT
M-F 6.30A 30 CBS N		88	88	B	1.6	17	136	1142	445	213	459	62	233	297	337	155	627	188	305	332	268	266	LT	LT	LT	LT
CBS MORNING NEWS 1	45	201	200	A	3.3	16	280	1107	561	168^	600	108^	297	311	335	271	454	133^	197^	167^	161^	247	28v	LT	25v	LT
M-F 7.30A 30 CBS N		99	99	B	3.3	16	280	1116	571	156	595	116	303	310	300	256	462	70	188	177	207	265	18	LT	41	24
CBS MORNING NEWS 2	45	196	198	A	3.6	15	306	1085	578	114^	598	71^	182^	241	288	351	359	91^	117^	94^	109^	219	36v	17v	92^	33v
M-F 8.30A 30 CBS N		98	98	B	3.5	16	297	1018	580	101	610	104	245	260	285	316	340	73	134	121	132	190	22	LT	46	LT
CBS NFL FTBL PRE-THU.(S)		204		A	12.1	28	1027	1591	428	230^	449	95^	196^	195^	265	201^	884	342	552	459	410	270	104^	53v	154^	38v
2 THU. 12.00N 30 CBS SC		97																								

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CBS NFL FTBL GAME-THU.(S)		204		A	18.5	46	1571	1962	461	255	507	173	285	269	237	161	1185	512	779	659	520	316	174	55^	96^	47^
2 THU. 12.30P 189 CBS SE		97																								
12.30 - 1.00				A	16.8	39	1426	1644	394	225	422	95^	195	184	227	184	1001	429	661	612	450	245	146^	65^	75^	14v
1.00 - 1.30				A	17.6	42	1494	1904	439	240	468	159^	245	225	218	171	1138	512	767	676	482	274	180	79^	118^	38v
1.30 - 2.00				A	18.4	45	1562	2002	448	233	492	160	248	236	232	182	1207	539	803	667	514	312	193	67^	110^	44^
2.00 - 2.30				A	18.2	46	1545	2154	497	268	556	194	321	315	267	168	1279	558	842	722	551	346	192	76^	127^	71^
2.30 - 3.00				A	19.5	49	1656	2043	476	283	537	206	326	313	251	137^	1212	511	772	670	533	346	205	50^	89^	61^
3.00 - 3.30				A	20.5	53	1740	1969	485	265	536	199	333	309	232	140^	1223	508	793	612	557	353	146	18v	64^	51^
3.30 - 4.00				A	19.4	51	1647	1958	459	281	509	196	306	278	219	137^	1261	528	838	634	564	343	134^	10v	54^	45^
CBS NFL FTBL POST-THU.(S)		199		A	14.9	40	1265	1874	442	252	495	174^	277	270	216	152^	1205	482	800	591	566	348	133^	10v	41v	37v
2 THU. 3.39P 21 CBS SC		97																								
CHALLENGE IN SPACE-RETRIV(S)		189		A	4.4	19	374	1484	673	400^	676	208^	435^	363^	345^	241^	516^	172^	228^	273^	190^	243^	LT	LT	292^	176^
1 MON. 9.24A 25 ABC N		93																								
DAYS OF OUR LIVES	39	206	205	A	7.3	24	620	1306	747	185	849	279	446	428	393	327	304	107	146	137	137	128	53^	40^	100	39^
1 M-F 1.00P 60 NBC DD		99	99	B	6.5	22	552	1310	804	185	894	310	477	415	407	367	296	120	156	118	114	121	48	38	72	26
2 MTUWF 1.00P 60																										
1.00 - 1.30				A	7.0	23	594	1332	757	183	851	269	437	429	405	334	329	113	150	143	148	148	53^	42^	99^	43^
1.30 - 2.00				A	7.6	25	645	1270	734	181	842	285	451	425	382	320	281	103	141	132	124	110	50^	37^	97	33^
DAYS OF OUR LIVES(B)		161		A	4.8	12	408	2005	658	242^	1074	543^	724	530^	425^	330^	545^	218^	359^	403^	297^	112v	224^	101v	162^	162^
2 THU. 1.00P 60 NBC DD		82																								
1.00 - 1.30				A	4.5	11	382	2207	755	317^	1119	585^	760	585^	435^	344^	620^	269^	399^	430^	318^	150v	250^	106v	218^	218^
1.30 - 2.00				A	5.0	12	425	1847	576^	179^	1050	517^	705	483^	419^	325^	480^	177^	327^	381^	279^	77v	201^	97v	116v	116v
EDGE OF NIGHT	35	102	100	A	2.6	8	221	1416	851	317	969	443	651	452	404	272^	198^	99^	140^	121^	81^	50v	149^	108^	100^	86^
M-F 4.00P 30 ABC DD		60	61	B	2.6	8	221	1314	796	246	933	411	616	442	408	282	179	83	110	100	80	53	124	112	78	48

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1984 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
FACTS OF LIFE M-F	39	141	141																							
1 M-F 10.00A 30 NBC CS		84	84	A	3.9	16	331	1447	656	208	768	308	483	367	327	255	300	139^	191	145^	97^	91^	83^	63^	296	160^
2 MTUWF 10.00A 30				B	3.5	15	297	1351	652	137	724	261	415	325	297	263	311	140	189	163	107	98	90	60	226	78
FAMILY FEUD	35	176	174																							
M-F 11.30A 30 ABC QP		88	87	A	3.3	12	280	1393	793	264	854	325	521	418	354	296	297	112^	197^	186^	131^	79^	67^	21v	175^	86^
				B	3.0	12	255	1379	833	239	913	403	551	401	323	318	280	121	172	149	102	89	49	29	137	59
GENERAL HOSPITAL	35	208	206																							
M-F 3.00P 60 ABC DD		99	99	A	8.7	27	739	1422	859	270	950	449	673	519	380	235	256	108	151	123	84	99	124	110	92	46^
3.00 - 3.30				B	8.9	29	756	1312	813	227	909	436	630	488	355	228	211	96	127	95	67	78	103	91	89	43
3.30 - 4.00				A	8.5	27	722	1388	874	258	955	449	678	531	381	236	243	104	141	115	73^	96	109	96	81^	38^
				A	8.9	27	756	1443	845	276	943	449	665	505	375	237	264	112	155	127	90	103	135	120	101	53^
GOOD MORN AMER-MON-830(B)		109																								
1 MON. 8.30A 19 ABC N		70		A	4.1	16	348	1302	1069	469^	1069	454^	776	581^	528^	235^	233^	106v	106v	106v	127v	127v	LT	LT	LT	LT
GOOD MORNING, AMERICA-730	40	204	204																							
M-F 7.30A 30 ABC N		99	99	A	4.9	23	416	1288	778	219	798	262	478	437	367	272	354	82^	157	138^	183	197	26v	LT	110^	34v
				B	4.7	23	399	1237	733	192	747	253	412	385	321	288	342	57	144	144	188	183	43	LT	105	63
GOOD MORNING, AMERICA-830	40	203	201																							
1 MON. 8.49A 11 ABC N		99	99	A	5.5	23	467	1285	744	204	791	265	426	379	359	315	348	65^	147	152	189	180	13v	LT	133	53^
1 TU-F 8.30A 30				B	5.2	23	441	1248	805	137	831	247	427	393	382	352	330	70	148	137	161	164	LT	LT	78	17
2 M-F 8.30A 30																										
GUIDING LIGHT	43	205	205																							
1 M-F 3.00P 60 CBS DD		99	99	A	7.2	23	611	1157	676	115	815	222	399	351	391	369	188	53^	73^	59^	72^	111	65^	49^	89^	23v
				B	7.3	24	620	1228	777	134	864	210	390	349	381	431	188	43	83	74	90	98	110	55	66	24
2 M-W 3.00P 60																										
3.00 - 3.30				A	6.9	23	586	1155	683	105	822	217	396	353	403	378	190	52^	72^	59^	75^	112	56^	39^	87^	19v
3.30 - 4.00				A	7.5	23	637	1140	667	121	797	224	395	343	375	358	184	51^	70^	59^	67^	109	74^	57^	85^	23v
KENNER FAMILY CLASSICS-TH(S)			117	A	3.6	10	306	2127	519^	270^	666^	368^	368^	310^	166v	232^	849	362^	551^	470^	442^	213^	LT	LT	612^	144v
2 THU. 4.00P 60 CBS CL			66																							
4.00 - 4.30				A	3.9	11	331	2033	474^	296^	631^	350^	350^	279^	151v	238^	925	398^	573^	559^	484^	206^	LT	LT	477^	264^
4.30 - 5.00				A	3.3	9	280	2211	567^	242^	699^	392^	392^	347^	179v	217v	747^	314^	518^	361^	383^	218v	LT	LT	765^	LT
KENNER FAMILY CLASSICS-FR(S)			167	A	4.2	14	357	1997	496^	232^	644^	268^	392^	342^	234^	216^	178^	42v	100v	100v	58v	78v	373^	LT	802	581^
2 FRI. 10.00A 60 CBS CL			83																							
10.00 - 10.30				A	3.8	13	323	1985	514^	229^	644^	296^	417^	371^	205^	189v	209^	62v	117v	117v	55v	92v	464^	LT	668^	474^
10.30 - 11.00				A	4.6	15	391	1990	475^	232^	633^	243^	365^	310^	251^	235^	153v	24v	85v	85v	61v	68v	297^	LT	907	666
LIKE MOM, LIKE ME(S)			166	A	4.9	14	416	1377	588^	173^	723	171^	340^	262^	324^	334^	304^	107v	160^	182^	99v	122v	258^	65v	92v	56v
2 FRI. 12.30P 120 CBS FF			83																							
12.30 - 1.00				A	4.3	13	365	1205	656^	134v	738	174^	319^	262^	354^	353^	196^	46v	79v	101v	71v	95v	147v	61v	124v	90v
1.00 - 1.30				A	5.2	15	441	1469	568	157^	697	172^	326^	248^	303^	321^	387^	174^	232^	262^	114v	125v	261^	56v	124v	61v
1.30 - 2.00				A	5.1	14	433	1436	584	189^	745	175^	367^	262^	335^	343^	276^	88v	124v	144v	91v	132v	355^	74v	60v	35v
2.00 - 2.30				A	4.8	14	408	1385	566^	206^	730	157^	351^	274^	321^	338^	347^	121v	197^	211^	108v	136v	252^	71v	56v	34v
LOVING	35	188	187	A	3.9	13	331	1344	743	286	897	492	680	434	324	173^	275	121^	151^	85^	57^	124^	60^	30v	112^	45v
M-F 12.30P 30 ABC DD		96	96	B	4.0	15	340	1351	782	254	896	463	630	437	318	218	255	110	135	77	63	119	33	18	167	52
MACYS THANKSGIVING PARADE(S)			205	A	15.6	36	1324	1803	598	262	731	276	395	310	330	293	476	177^	264	233	222	176^	176^	121^	420	250
2 THU. 9.00A 180 NBC AC			99																							
9.00 - 9.30				A	11.5	32	976	1508	533	228^	645	199^	291	233^	305	300	347	118^	172^	150^	149^	154^	97^	79^	419	238^
9.30 - 10.00				A	14.3	35	1214	1563	510	213	647	230	333	244	280	272	349	133^	194^	171^	141^	134^	133^	88^	434	253
10.00 - 10.30				A	15.6	35	1324	1804	566	244	707	285	398	316	292	265	466	183^	275	238	214	159^	186^	120^	445	261
10.30 - 11.00				A	17.0	38	1443	1924	614	294	758	302	450	363	342	264	529	206	306	272	243	180	210	122^	427	250
CONT'D																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
MACYS THANKSGIVING-CONT'D																										
11.00 - 11.30				A	17.5	37	1486	1943	646	287	779	307	432	355	362	305	542	204	290	262	255	204	193	142^	429	266
11.30 - 12.00				A	17.6	37	1494	1943	671	283	804	305	424	320	379	340	559	188	301	268	290	215	211	154^	369	233
NBC NEWS AT SUNRISE	40	176	175	A	1.8	16	153	1235	718	274^	751	98v	432	470	529	248^	437	123^	274^	242^	191^	163^	LT	LT	33v	33v
M-F 6.30A 30 NBC N		94	93	B	1.9	16	161	1321	740	281	755	105	422	474	514	249	521	171	339	285	244	167	LT	LT	35	LT
NBC NEWS DIGEST-DAYTIME	24	197	198	A	4.6	15	391	1332	755	168	862	297	470	419	356	340	228	86^	112^	100^	98^	95^	51^	43^	191	62^
MWF 2.57P 1 NBC N		98	98	B	4.2	15	357	1307	847	145	917	299	475	426	393	405	208	75	85	69	83	102	53	44	129	40
NEWSBREAK-11.57	45	187	188	A	7.5	27	637	1254	587	155	674	176	276	245	273	353	352	96	143	109	116	194	39^	14v	189	71^
M-F 11.57A 2 CBS N		92	93	B	7.1	29	603	1168	637	129	723	184	304	277	294	377	324	88	139	111	102	177	16	LT	105	28
NEWSBREAK-3.57	43	190	191	A	6.3	19	535	1176	685	137	821	215	383	331	376	385	185	49^	71^	68^	73^	108^	63^	50^	107^	34^
1 M-F 3.57P 2 CBS N		94	94	B	6.0	19	509	1193	756	139	844	212	368	328	355	428	190	37	81	80	96	101	86	43	73	34
2 M-W 3.57P 2																										
NFL '84 NBC-THU(S)			202	A	5.4	14	458	2596	493^	42v	600	226^	304^	389^	319^	211^	1176	525^	826	768	568	270^	688	447^	132v	90v
2 THU. 3.30P 30 NBC SC			98																							
NFL FTBL GAME NBC-THU(S)			214	A	19.0	46	1613	2342	564	310	647	171	349	353	368	235	1216	389	818	681	691	333	358	87^	121^	93^
2 THU. 4.00P 215 NBC SE			99																							
4.00 - 4.30				A	16.9	46	1435	2259	514	308	625	196	368	357	350	196	1168	407	768	642	639	325	358	98^	108^	92^
4.30 - 5.00				A	18.9	50	1605	2239	512	305	602	163	356	338	354	201	1130	365	747	616	631	315	393	99^	114^	82^
5.00 - 5.30				A	19.2	50	1630	2214	481	253	545	124^	277	279	323	217	1191	357	788	671	679	343	383	69^	95^	66^
5.30 - 6.00				A	19.2	48	1630	2309	550	280	617	150^	303	295	344	266	1206	356	788	692	709	354	376	65^	110^	80^
6.00 - 6.30				A	18.7	44	1588	2376	579	322	651	155^	324	338	368	263	1273	420	879	715	730	323	305	69^	147^	102^
6.30 - 7.00				A	19.2	44	1630	2594	612	381	698	202	399	405	384	231	1395	462	980	835	809	329	361	94^	140^	103^
7.00 - 7.30				A	20.5	45	1740	2361	662	320	753	203	413	442	432	248	1160	373	782	616	643	331	319	100^	129^	115^
ONE LIFE TO LIVE	35	206	204	A	7.0	23	594	1401	850	292	955	472	681	548	373	218	262	119	151	120	62^	104	81^	65^	103^	29^
M-F 2.00P 60 ABC DD		99	99	B	7.2	25	611	1298	833	247	929	467	667	531	365	214	209	97	129	93	55	77	54	45	106	23
2.00 - 2.30				A	6.9	23	586	1389	848	293	955	477	686	549	370	212	264	121	150	122	61^	107	69^	51^	101^	22v
2.30 - 3.00				A	7.0	23	594	1419	858	293	956	468	678	551	376	224	262	117	154	120	64^	101^	95^	79^	106	35^
PRESS YOUR LUCK	42	170	171	A	4.8	20	408	1221	688	176	816	196	294	257	343	468	272	63^	98^	91^	111^	142^	25v	15v	108^	42^
1 M-F 10.30A 30 CBS QP		82	83	B	4.6	20	391	1231	706	130	794	192	315	293	345	425	303	80	125	112	120	156	20	LT	114	38
2 M-W 10.30A 30																										
PRICE IS RIGHT 1	44	206	204	A	6.6	26	560	1214	630	139	719	184	293	261	296	374	304	64^	106^	100^	111	170	45^	16v	146	50^
1 M-F 11.00A 30 CBS AP		99	98	B	6.6	28	560	1159	638	122	728	176	287	264	290	399	314	80	129	114	104	169	19	LT	98	22
2 MTUWF 11.00A 30																										
PRICE IS RIGHT 2	44	206	204	A	8.2	32	696	1211	618	131	697	168	276	247	280	376	306	64^	93	76^	98	191	47^	14v	161	64^
1 M-F 11.30A 30 CBS AP		99	98	B	8.2	34	696	1164	636	124	729	178	295	274	288	393	315	78	125	107	100	178	19	LT	101	27
2 MTUWF 11.30A 30																										
RYAN'S HOPE	35	174	172	A	3.2	11	272	1338	741	257	889	492	658	445	328	187^	246	81^	125^	92^	99^	121^	74^	37v	129^	70^
M-F 12.00N 30 ABC DD		93	92	B	3.2	12	272	1422	857	194	968	497	676	486	340	253	226	95	123	86	70	103	41	18	187	56
SALE OF THE CENTURY	39	154	152	A	4.5	18	382	1369	649	131^	764	218	343	261	279	385	334	102^	156^	138^	100^	167	63^	39v	208	110^
1 M-F 10.30A 30 NBC QG		83	83	B	4.1	18	348	1235	678	121	743	202	328	261	272	379	329	116	171	162	100	144	47	23	116	46
2 MTUWF 10.30A 30																										
SANTA BARBARA	39	188	187	A	3.4	11	289	1616	726	152^	858	383	491	419	291	281	263	63^	139^	145^	140^	94^	135^	125^	360	308
1 M-F 3.00P 60 NBC DD		96	96	B	3.1	10	263	1449	771	155	865	363	509	425	349	292	237	83	115	112	107	93	103	74	244	150
CONT'D																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
SANTA BARBARA-CONT'D																										
2 MTUWF 3.00P 60																										
3.00 - 3.30				A	3.4	11	289	1502	753	166^	892	422	536	440	294	273	231	48v	103^	117^	124^	93^	46v	35v	333	280
3.30 - 4.00				A	3.4	11	289	1692	698	138^	820	346	446	398	286	287	277	72^	159^	163^	153^	91^	218	204^	377	329
SCRABBLE	39	200	198	A	5.8	23	492	1354	713	158	804	215	314	305	317	422	299	77^	105^	99^	105^	161	58^	25v	193	104^
1 M-F 11.30A 30 NBC QG		97	97	B	5.5	23	467	1263	763	128	832	205	355	307	350	431	276	77	103	90	108	149	37	18	118	37
2 MTUWF 11.30A 30																										
SEARCH FOR TOMORROW	40	154	149	A	3.4	12	289	1221	651	111^	717	149^	225	297	350	392	359	109^	127^	142^	153^	191^	69^	27v	76^	45v
M-F 12.30P 30 NBC DD		76	74	B	3.1	11	263	1206	694	108	759	154	256	273	380	443	313	78	89	102	142	191	51	33	83	27
SUPER PASSWORD	39	137	137	A	3.2	12	272	1257	721	191^	794	146^	280	276	332	463	239	63^	67^	69^	52v	162^	LT	LT	217^	93^
1 M-F 12.00N 30 NBC QG		67	67	B	2.7	11	229	1196	708	120	773	122	228	247	306	492	283	68	104	87	112	170	34	26	106	38
2 MTUWF 12.00N 30																										
SUPER PASSWORD(B)			96	A	5.0	11	425	2031	640	290^	675	200^	423^	433^	475^	242^	664	214^	362^	287^	450^	251^	359^	262^	333^	274^
2 THU. 12.00N 30 NBC QG			45																							
THANKSGIVING DAY PARADE(S)			203	A	10.5	26	891	1779	594	236^	702	215^	327	310	292	332	535	161^	261^	270^	267^	237^	112^	40v	430	252^
2 THU. 9.00A 180 CBS AC			99																							
9.00 - 9.30				A	7.0	20	594	1650	485	208^	670	246^	292^	322^	180^	337^	409^	114^	159^	175^	201^	211^	114^	32v	457	278^
9.30 - 10.00				A	8.5	22	722	1867	524	215^	698	244^	299^	327^	219^	356	493	200^	248^	263^	203^	198^	154^	38v	522	311^
10.00 - 10.30				A	12.0	29	1019	1834	565	214^	678	235^	306	299	256	335	499	138^	213^	235^	264	251	131^	52v	526	320
10.30 - 11.00				A	12.1	28	1027	1713	649	239^	729	242^	343	312	296	336	496	113^	212^	253	279	243	142^	24v	346	248
11.00 - 11.30				A	12.2	28	1036	1793	640	262	723	190^	348	310	350	325	594	192^	328	318	292	231^	93^	45v	383	207^
11.30 - 12.00				A	11.4	26	968	1751	617	259	674	150^	337	298	366	296	658	215^	369	347	310	252^	43v	43v	376	171^
TODAY SHOW-7.30AM	40	202	201	A	4.2	20	357	1361	664	252	681	139^	339	375	348	298	535	127^	270	233	249	246	27v	LT	118^	59^
M-F 7.30A 30 NBC N		99	99	B	4.2	20	357	1359	693	262	724	153	333	387	356	318	484	100	226	211	237	235	29	LT	122	76
TODAY SHOW-8.30AM	40	202	202	A	4.9	20	416	1325	671	168	705	145^	284	318	342	348	469	123^	198	185	181	236	28v	16v	123^	49^
M-F 8.30A 30 NBC N		99	99	B	4.6	20	391	1302	707	182	740	149	291	323	338	374	445	95	185	181	187	232	12	LT	105	48
TRIVIA TRAP	35	175	175	A	3.2	12	272	1570	853	319	890	342	563	430	386	291	367	143^	265	238	155^	85^	169^	40v	144^	70^
M-F 11.00A 30 ABC QP		88	88	B	2.9	12	246	1435	877	220	930	412	600	475	346	288	313	138	204	174	111	93	69	23	123	43
$25,000 PYRAMID	43	174	174	A	5.2	22	441	1229	707	143	830	175	282	284	340	484	300	75^	117^	105^	115^	150	LT	LT	95^	34v
1 M-F 10.00A 30 CBS QP		87	87	B	4.9	21	416	1192	720	124	806	175	315	308	356	441	304	81	133	118	113	151	LT	LT	73	17
2 M-W 10.00A 30																										
WHEEL OF FORTUNE	39	207	205	A	7.1	29	603	1323	734	144	828	195	320	312	327	454	284	78^	102^	92^	88^	157	42^	22v	169	96^
1 MON. 11.07A 23 NBC QG		99	99	B	6.8	29	577	1211	765	131	833	191	324	297	339	454	265	69	103	82	103	149	25	14	88	36
1 TU-F 11.00A 30																										
2 MTUWF 11.00A 30																										
YOUNG AND THE RESTLESS	43	207	207	A	7.8	29	662	1142	767	125	865	299	451	388	367	363	203	47^	72^	43^	69^	125	14v	11v	60^	12v
1 M-F 12.30P 60 CBS DD		99	99	B	8.2	31	696	1212	835	128	914	304	477	420	382	391	223	53	91	75	90	123	14	10	61	9
2 M-W 12.30P 60																										
12.30 - 1.00				A	7.7	29	654	1144	760	129	850	292	441	384	356	358	211	54^	81^	45^	71^	123	14v	11v	69^	16v
1.00 - 1.30				A	7.9	28	671	1125	771	119	874	305	459	390	374	364	188	39^	58^	40^	64^	122	11v	8v	52^	11v
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	9	177	179	A	4.6	14	391	1325	412	156^	412	248^	306^	225^	125^	93^	195^	173^	173^	113^	12v	LT	142^	67v	576	351
SAT. 12.00N 30 ABC FV		90	89	B	4.8	16	408	1629	386	125	455	256	327	250	153	119	244	114	151	132	70	68	251	165	679	417

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ALVIN AND THE CHIPMUNKS	10	201	204	A	9.4	32	798	1753	300	117^	363	182	277	224	169	67^	175	118^	158^	147^	49^	12v	186	125^	1029	571
SAT. 10.30A 30 NBC CA		98	98	B	8.6	30	730	1730	305	91	349	188	268	178	125	73	202	126	167	121	59	26	273	179	906	529
AMERICAN BANDSTAND	10	148	162	A	3.5	11	297	1616	373^	205^	481	174^	286^	257^	230^	158^	300^	189^	232^	202^	63v	61v	475	287^	360^	253^
SAT. 12.30P 60 ABC PC		73	80	B	3.4	11	289	1608	436	151	539	279	365	281	186	156	371	178	225	215	142	95	306	222	392	204
12.30 - 1.00				A	3.3	10	280	1357	275^	182^	407^	140^	250^	201^	217^	138^	228^	131^	188^	160^	64v	33v	397^	303^	325^	225^
1.00 - 1.30				A	3.8	12	323	1762	447	217^	518	196^	301^	294^	223^	164^	347^	226^	257^	229^	61v	84v	522	256^	375^	267^
BUGS BUNNY/ROAD RUNNER 1	5		122	A	3.0	10	255	1753	364^	200v	469^	313^	356^	330^	156v	73v	165v	165v	165v	165v	LT	LT	236v	106v	883^	404^
2 SAT. 12.00N 30 CBS CA			63	B	4.0	13	340	1715	358	190	434	254	375	259	139	53	381	190	307	265	136	71	220	143	680	420
BUGS BUNNY/R RUNNER 2(B)			118	A	4.0	13	340	1632	294^	159v	341^	154v	194^	242^	187^	99v	140v	140v	140v	140v	LT	LT	365^	90v	786	439^
2 SAT. 12.30P 30 CBS CA			62																							
CAPTAIN KANGAROO-SAT	10	132	130	A	1.3	12	110	818^	200v	LT	200v	100v	100v	100v	100v	100v	101v	LT	LT	LT	101v	82v	LT	LT	490^	191v
SAT. 7.30A 30 CBS CL		84	83	B	1.1	11	93	1168	162	LT	161	LT	98	92	90	59	190	103	136	131	55	54	149	57	668	388
CBS COLLEGE FOOTBALL PRE	9	166	196	A	4.9	15	416	1428	426	77v	479	286^	313	197^	113^	150^	767	295^	422	347	264^	306	113^	96^	69v	LT
1 SAT. 12.00N 7 CBS SC		88	96	B	4.1	13	348	1336	313	103	355	151	195	138	99	145	685	283	411	322	254	239	144	46	152	65
2 SAT. 3.30P 7																										
CBS COLLEGE FOOTBALL	9	166	198	A	7.2	19	611	1488	387	123^	448	171^	232	194^	173^	181^	780	216	362	366	344	347	94^	30v	166^	116^
1 SAT. 12.07P 192 CBS SE		88	96	B	5.9	16	501	1379	329	112	366	91	163	151	163	178	777	255	415	374	348	298	117	39	119	74
2 SAT. 3.37P 198																										
12.00 - 12.30				A	4.7	14	399	1534	469^	50v	566^	361^	419^	230^	150v	130v	717	256^	316^	265^	241^	321^	80v	80v	171^	69v
12.30 - 1.00				A	5.4	17	458	1576	437^	94v	483^	235^	319^	246^	175^	139v	752	240^	320^	359^	311^	315^	56v	LT	285^	189^
1.00 - 1.30				A	6.0	18	509	1639	484^	142^	525	251^	343^	277^	174^	159^	698	247^	306^	331^	271^	298^	69v	33v	347^	255^
1.30 - 2.00				A	6.1	17	518	1708	533	225^	575	239^	363^	290^	223^	195^	639	205^	239^	263^	219^	321^	134^	47v	360^	249^
2.00 - 2.30				A	7.4	21	628	1788	514	203^	544	234^	334^	305^	208^	176^	712	206^	276^	334^	309^	315^	148^	38v	384^	273^
2.30 - 3.00				A	7.9	22	671	1741	484	164^	515	198^	327^	322^	251^	127^	791	241^	356^	413	360^	331^	138^	34v	297^	177^
3.00 - 3.30				A	7.7	21	654	1440	360^	115^	400	125^	236^	206^	218^	112^	809	258^	368^	425	377^	321^	86v	51v	145^	122^
3.30 - 4.00				A	6.5	19	552	1357	371^	140^	387^	157^	177^	146^	120^	182^	928	288^	489	450	395^	370^	42v	19v	LT	LT
4.00 - 4.30				A	7.0	19	594	1362	311^	98v	339^	95v	105v	114^	132^	194^	899	250^	427	399^	373^	394^	65v	13v	59v	59v
4.30 - 5.00				A	7.5	19	637	1370	353^	121^	414	148^	178^	157^	160^	202^	800	218^	407	377^	309^	355^	88v	13v	68v	68v
5.00 - 5.30				A	7.3	18	620	1340	363^	160^	473	190^	226^	206^	150^	223^	705	128^	295^	295^	297^	379^	86v	21v	76v	76v
5.30 - 6.00				A	8.1	18	688	1279	290^	107^	383	129^	159^	136^	145^	203^	749	163^	354^	353^	355^	364	80v	17v	67v	67v
6.00 - 6.30				A	9.5	19	807	1331	279^	55v	333	66v	93^	63v	144^	204^	839	184^	428	399	446	378	93^	34v	66v	25v
6.30 - 7.00				A	9.7	19	824	1382	305	56v	367	78v	107^	80^	161^	209^	829	200^	419	401	433	362	116^	61v	70v	22v
CBS COLLEGE FOOTBALL GM 2	2	193		A	6.3	14	535	1634	377^	145^	412^	93v	180^	232^	239^	155^	673	186^	299^	297^	333^	314^	74v	56v	475	434^
1 SAT. 3.41P 201 CBS SE		95		B	5.6	14	475	1469	348	139	381	71	156	194	213	172	686	175	350	331	354	283	123	43	279	255
3.30 - 4.00				A	7.0	18	594	1650	475	228^	526	186^	327^	294^	297^	110^	695	173^	277^	273^	334^	320^	85v	65v	344^	344^
4.00 - 4.30				A	6.6	16	560	1423	311^	109v	371^	156^	227^	236^	189^	74v	643	181^	287^	296^	327^	277^	75v	62v	334^	334^
4.30 - 5.00				A	6.5	16	552	1457	250^	93v	250^	67v	104v	155^	118^	95v	686	192^	299^	303^	335^	322^	58v	49v	463	463
5.00 - 5.30				A	6.4	15	543	1884	334^	115v	334^	76v	125^	189^	175^	145^	750	249^	363^	370^	344^	322^	51v	36v	749	749
5.30 - 6.00				A	5.9	13	501	2022	330^	106v	346^	85v	124v	168^	168^	162^	702	194^	281^	315^	336^	354^	83v	65v	891	758
6.00 - 6.30				A	5.3	11	450	1647	448^	170^	517^	67v	192^	276^	330^	241^	655	179^	298^	262^	331^	318^	108v	88v	367^	281^
6.30 - 7.00				A	6.2	12	526	1502	531	220^	590	54v	216^	344^	432^	246^	645	152^	307^	283^	361^	311^	71v	37v	196^	117v
CBS COLLEGE FOOTBALL POST	7	166	198	A	7.7	19	654	1443	362	93^	415	130^	209	164^	204	158^	811	240	381	394	384	332	96^	60^	121^	89^
1 SAT. 3.19P 11 CBS SC		88	96	B	5.6	16	475	1332	338	134	388	75	204	174	225	154	812	251	439	430	388	290	75	28	57	39
2 SAT. 6.55P 4																										
CBS COLLEGE FTBL PRE 2	1	191		A	6.7	18	569	1738	547	257^	626	233^	397^	322^	329^	139^	739	235^	344^	338^	325^	291^	61v	35v	312^	312^
1 SAT. 3.30P 11 CBS SC		95		B	6.7	18	569	1738	547	257	626	233	397	322	329	139	739	235	344	338	325	291	61	35	312	312

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
WEEKEND DAYTIME CONT'D																										
CBS NCAA BASKETBALL-SAT	1		167	A	4.0	12	340	1291	406^	156v	418^	94v	170v	182v	244^	207^	649^	209^	368^	320^	329^	226^	85v	LT	139v	82v
2 SAT. 1.00P 150 CBS SE			90	B	4.0	12	340	1291	406	156	418	94	170	182	244	207	649	209	368	320	329	226	85	LT	139	82
1.00 - 1.30				A	4.0	13	340	1424	529^	194^	529^	67v	274^	324^	371^	205^	515^	112v	265^	300^	321^	215^	91v	LT	289^	162v
1.30 - 2.00				A	4.2	13	357	1185	418^	113v	418^	34v	182^	216^	316^	202^	490^	78v	238^	272^	331^	218^	72v	LT	205^	120v
2.00 - 2.30				A	3.6	11	306	1225	314^	144v	330^	42v	42v	81v	200v	249^	700^	341^	488^	259^	247^	186v	94v	LT	101v	58v
2.30 - 3.00				A	4.3	14	365	1249	353^	186^	380^	143v	143v	134v	152v	197^	698	222^	394^	348^	361^	219^	83v	LT	88v	61v
3.00 - 3.30				A	4.0	13	340	1332	391^	144v	403^	164v	183v	139v	168v	176v	841	299^	462^	418^	380^	279^	88v	32v	LT	LT
CBS NFL TODAY	10	200	205	A	6.3	18	535	1609	548	330	592	259	409	393	282	131^	687	329	455	390	280	174^	170^	50v	160^	123^
SUN. 12.30P 30 CBS SC		99	99	B	6.6	20	560	1525	448	232	469	148	280	259	236	155	779	331	529	482	352	198	155	39	122	73
CBS NFL FOOTBALL GAME 1	10	206	207	A	15.6	37	1324	1453	411	249	449	175	289	260	191	136	794	282	465	478	364	278	80^	14v	130	103
1 SUN. 1.00P 184 CBS SE		99	99	B	15.2	37	1290	1426	385	187	414	127	238	217	197	154	840	328	524	499	375	259	86	23	86	64
2 SUN. 1.00P 191																										
1.00 - 1.30				A	11.9	31	1010	1307	379	202	408	129	257	230	219	125^	753	266	451	453	359	260	56^	LT	90^	74^
1.30 - 2.00				A	14.5	36	1231	1359	356	210	395	134	242	227	196	122	809	282	480	496	392	279	66^	9v	89^	72^
2.00 - 2.30				A	15.7	37	1333	1520	409	269	447	172	291	266	186	132	822	290	488	492	382	289	81^	26^	170	153
2.30 - 3.00				A	16.3	38	1384	1507	423	294	464	181	312	279	194	131	838	302	493	505	378	289	68^	20v	137	106
3.00 - 3.30				A	17.0	39	1443	1505	436	261	482	209	316	277	179	146	785	267	444	460	358	288	99	17v	139	102
3.30 - 4.00				A	17.6	40	1494	1506	450	255	492	215	317	284	182	145	776	283	442	466	333	277	94	13v	144	108
4.00 - 4.30				A	12.8	28	1087	1437	408	238	427	177	262	234	169	148	762	272	496	490	378	226	135	22v	113^	67^
CBS NFL FOOTBALL GAME 2	6		193	A	11.5	22	976	1550	373	149^	396	138^	191^	184^	151^	185^	948	383	567	576	398	282	79^	LT	127^	96^
2 SUN. 4.06P 174 CBS SE			84	B	12.4	25	1053	1562	444	188	484	147	272	255	233	187	897	361	569	531	402	250	91	30	90	49
4.00 - 4.30				A	6.3	14	535	1436	359^	113v	385^	133^	169^	146^	123^	211^	860	364^	501	527	308^	274^	140^	LT	51v	14v
4.30 - 5.00				A	12.3	27	1044	1470	330	142^	343	111^	156^	150^	153^	181^	1004	447	623	661	412	278	94^	LT	29v	16v
5.00 - 5.30				A	12.8	26	1087	1447	354	138^	381	144^	194^	191^	152^	169^	905	322	540	585	424	262	85^	LT	76^	53v
5.30 - 6.00				A	13.2	25	1121	1572	387	135^	401	140^	188^	189^	161^	182^	963	396	588	569	404	289	76^	LT	132^	81^
6.00 - 6.30				A	12.5	22	1061	1695	417	168^	440	165^	223^	219^	147^	185^	961	390	577	522	393	298	62^	LT	232^	196^
6.30 - 7.00				A	10.9	18	925	1601	393	174^	414	135^	204^	187^	144^	191^	932	363	530	559	397	277	54v	LT	201^	172^
CBS NFL FOOTBALL POST	4	205		A	13.6	29	1155	1777	529	277	571	191^	375	329	275	167^	812	336	485	499	336	274	112^	25v	282	268
1 SUN. 4.05P 18 CBS SC		99		B	11.0	24	934	1484	445	213	478	143	294	255	236	166	760	307	472	443	300	256	91	21	155	129
CFA COLLEGE FOOTBALL-PRE	9	197	203	A	6.1	17	518	1237	387	112^	422	124^	241^	221^	237^	165^	635	132^	334	425	441	210^	110^	61v	70^	53v
SAT. 3.30P 14 ABC SC		97	95	B	5.1	15	433	1299	323	99	360	121	185	147	143	166	714	193	410	447	406	219	81	43	144	84
CFA COLLEGE FOOTBALL GAME	9	204	205	A	8.7	20	739	1330	377	155^	404	99^	186	169^	200	195	802	191	431	508	487	266	89^	46^	35v	29v
1 SAT. 3.44P 184 ABC SE		99	98	B	8.4	21	713	1354	397	152	424	110	213	197	207	195	808	237	439	460	411	287	56	19	66	46
2 SAT. 3.44P 189																										
3.30 - 4.00				A	6.6	18	560	1238	387	120^	430	152^	224^	183^	213^	190^	645	156^	331	443	423	202^	109^	55v	54v	39v
4.00 - 4.30				A	8.1	21	688	1214	360	112^	365	96^	183^	161^	182^	167^	757	164^	403	495	489	245	92^	64^	LT	LT
4.30 - 5.00				A	8.5	21	722	1288	337	98^	362	81^	168^	137^	187	182	815	184	433	498	491	278	93^	57^	18v	18v
5.00 - 5.30				A	8.3	20	705	1271	376	160^	378	84^	160^	165^	184	188	767	164^	394	477	473	263	100^	58^	26v	26v
5.30 - 6.00				A	9.1	20	773	1304	409	177	415	102^	180	173	185	213	784	174	413	483	464	271	74^	20v	31v	31v
6.00 - 6.30				A	10.2	20	866	1483	396	206	464	117^	215	181	221	224	890	235	500	568	526	288	79^	32v	50^	37v
6.30 - 7.00				A	9.3	18	790	1539	401	206	444	117^	221	214	235	195	904	268	511	581	525	291	95^	47^	96^	64^
CFA COLLEGE FOOTBALL POST	4	179	205	A	7.4	14	628	1465	363	180^	393	107^	202	198^	191^	179^	848	265	454	513	452	303	57^	37v	167^	76^
1 SAT. 6.45P 15 ABC SC		91	98	B	8.4	18	713	1440	472	167	509	100	234	257	268	237	771	209	376	457	412	294	60	34	100	61
2 SAT. 6.53P 7																										
DRAGON'S LAIR	9	199	199	A	4.7	17	399	1519	269^	88^	269^	85^	149^	108^	83^	120^	181^	134^	153^	112^	38v	28v	204^	22v	865	600
SAT. 10.00A 30 ABC CA		98	97	B	5.1	18	433	1677	212	78	258	119	171	119	92	79	252	151	208	129	77	39	284	98	883	508

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
DUNGEONS AND DRAGONS	4	199	199	A	6.4	23	543	1969	228^	105^	296	172^	221^	179^	63^	75^	321	187^	258	221^	103^	59v	366	199^	986	517
SAT. 9.30A 30 CBS CA		98	98	B	6.0	22	509	1839	292	184	357	230	278	172	63	74	228	127	193	175	85	31	333	140	921	489
FACE THE NATION	8	137	128	A	2.9	9	246	1236	472^	142^	513^	117v	179^	178^	224^	298^	520	146^	316^	316^	243^	204^	LT	LT	195^	143^
SUN. 10.30A 30 CBS CC		88	86	B	3.1	10	263	1156	493	156	512	93	150	156	211	325	577	207	301	295	226	247	LT	LT	53	33
GET ALONG GANG	10	196	196	A	4.6	23	391	2023	313^	90^	399	233^	247^	116^	79v	152^	300^	107^	154^	138^	112^	134^	188^	132^	1136	657
SAT. 8.30A 30 CBS CA		96	96	B	4.1	20	348	1657	277	77	310	194	210	146	69	91	227	90	133	119	87	86	166	100	954	556
GOING BANANAS	5	121	136	A	3.5	11	297	1697	427	101v	501	302^	367^	263^	85v	114^	155^	107v	155^	133^	48v	LT	334^	175^	707	464
SAT. 12.30P 30 NBC CA		69	75	B	3.4	11	289	1675	391	79	430	204	293	223	151	129	245	113	171	149	88	74	302	175	698	455
IN THE NEWS- 8.26AM	10	184	185	A	3.4	21	289	2017	481	56v	516	314^	329^	107v	61v	187^	295^	91v	121^	78v	127^	174^	158^	158^	1048	603
SAT. 8.26A 3 CBS CN		93	93	B	3.1	17	263	1488	261	78	295	177	197	107	54	92	223	108	141	122	81	79	100	73	870	501
IN THE NEWS- 8.56AM	10	196	196	A	5.2	25	441	2018	306	86^	385	206^	220^	105^	94^	165^	303	107^	151^	141^	103^	138^	225^	148^	1105	635
SAT. 8.56A 3 CBS CN		96	96	B	4.6	21	391	1665	267	75	305	193	207	132	63	93	223	88	132	115	84	85	185	112	952	551
IN THE NEWS- 9.56AM	4	199	199	A	5.6	20	475	1804	201^	89^	253^	155^	199^	161^	44v	54v	299	164^	223^	185^	94^	76^	345	215^	907	449
SAT. 9.56A 3 CBS CN		98	98	B	5.6	20	475	1699	280	187	340	216	262	155	55	69	205	110	163	148	75	37	310	136	844	443
IN THE NEWS-11.56AM	8	166		A	3.6	11	306	2578	771^	223^	771^	386^	479^	281^	93v	292^	784^	477^	549^	386^	124v	235^	183v	91v	840	505^
1 SAT. 11.56A 3 CBS CN		82		B	4.1	14	348	1621	384	156	473	219	318	190	123	147	314	160	215	182	104	92	225	119	609	374
KIDD VIDEO	10	191	193	A	7.6	25	645	1820	338	59^	391	184^	287	211	147^	95^	182^	116^	147^	138^	48v	29v	292	150^	955	562
SAT. 11.00A 30 NBC CA		97	97	B	6.9	24	586	1658	318	63	350	201	261	134	111	88	205	141	171	113	55	24	274	161	829	485
LITTLES	10	192	191	A	5.6	18	475	1611	293	88^	396	303	314	169^	47v	82^	155^	102^	140^	76^	53v	LT	281	139^	779	512
SAT. 11.30A 30 ABC CA		95	93	B	5.8	20	492	1643	307	85	387	213	282	192	136	95	215	122	176	116	67	33	251	139	790	450
MEET THE PRESS	8	143	152	A	3.0	9	255	1522	640	244^	640	122v	326^	219^	263^	314^	659	114v	185^	213^	298^	344^	38v	23v	185^	149^
SUN. 12.00N 30 NBC CC		89	89	B	3.4	11	289	1328	519	142	545	131	214	167	208	312	628	145	281	308	328	272	28	LT	127	77
MIGHTY ORBOTS	10	199	199	A	4.2	17	357	1627	327^	95^	327^	104^	229^	190^	137^	98^	29v	29v	29v	18v	LT	LT	227^	87v	1044	813
SAT. 9.00A 30 ABC CA		98	98	B	5.0	21	425	1756	171	55	224	96	149	99	74	75	182	105	140	82	49	42	272	80	1078	691
MR. T	10	193	188	A	7.0	23	594	1973	383	51v	442	241	322	275	144^	100^	252	152^	197^	180^	76^	29v	283	85^	996	554
SAT. 11.30A 30 NBC CA		98	97	B	6.1	21	518	1665	332	73	354	180	236	169	131	104	272	153	200	155	92	47	209	79	830	441
MUPPET BABIES	10	203	201	A	6.8	28	577	1972	213^	111^	355	192^	235	174^	96^	112^	193^	140^	156^	148^	53v	26v	261	156^	1163	672
SAT. 9.00A 30 CBS CA		98	98	B	5.8	24	492	1862	300	146	393	240	283	188	90	91	183	97	138	112	64	37	242	125	1044	597
NEW SCOOBY DOO MYSTERIES	8	202	201	A	5.5	19	467	1734	364	57v	392	300	338	196^	38v	54v	234^	116^	129^	182^	101^	33v	262^	134^	846	525
SAT. 10.30A 30 ABC CA		99	98	B	5.3	19	450	1717	276	68	343	191	247	161	109	79	279	175	221	134	82	37	264	119	831	442
NFL '84-NBC	10	206	205	A	5.3	15	450	1838	546	242^	546	158^	353	360	282	165^	678	191^	356	368	371	248^	258^	13v	356	264^
SUN. 12.30P 30 NBC SC		99	99	B	5.2	15	441	1631	533	199	546	148	303	310	269	210	724	247	446	417	355	228	180	48	181	127
NFL FOOTBALL GAME 1-NBC	10	197	210	A	11.3	27	959	1492	406	201	423	108^	223	235	228	173	826	285	495	477	429	261	88^	LT	155	138
1 SUN. 1.00P 191 NBC SE		77	99	B	11.1	26	942	1377	389	162	412	120	210	219	205	170	786	269	473	457	387	259	75	20	104	82
2 SUN. 1.00P 193																										
1.00 - 1.30				A	9.3	25	790	1441	427	256	448	104^	256	253	268	169	715	221	383	375	402	262	100^	LT	178	149^
1.30 - 2.00				A	10.7	26	908	1416	407	237	428	118^	238	234	243	166	742	234	401	398	406	273	96^	6v	150	127^
2.00 - 2.30				A	11.5	27	976	1433	399	221	413	112^	220	218	219	173	790	237	459	439	446	269	90^	LT	140	127^
2.30 - 3.00				A	11.4	27	968	1486	386	182	393	100^	186	204	193	183	851	296	523	499	443	261	89^	LT	153	124^
3.00 - 3.30				A	12.0	28	1019	1531	405	163	412	95^	218	239	227	173	903	353	571	533	431	257	74^	LT	142	142
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	HH SHARE %	HH AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL GAME -CONT'D																										
3.30 - 4.00				A	12.3	28	1044	1530	375	160	401	101^	206	228	213	168	914	338	580	569	446	259	72^	LT	143	143
4.00 - 4.30				A	12.7	28	1078	1502	404	173	447	120	220	229	232	173	802	274	475	482	411	240	100^	7v	153	127
NFL FOOTBALL GAME 2-NBC	4	206		A	18.1	33	1537	1615	535	260	544	217	357	304	235	138^	854	299	491	525	421	239	72^	10v	145^	142^
1 SUN. 4.27P 179 NBC SE		98		B	15.2	30	1290	1629	490	219	530	194	334	305	243	158	849	318	527	502	407	241	125	36	125	89
4.30 - 5.00				A	16.2	34	1375	1684	502	210	515	185	320	298	229	143^	833	299	473	494	393	247	114^	11v	222	208
5.00 - 5.30				A	17.5	35	1486	1585	490	239	501	192	311	282	222	139^	860	307	496	540	422	233	83^	8v	141^	141^
5.30 - 6.00				A	18.3	35	1554	1578	530	245	544	197	321	308	240	161	851	292	488	527	432	240	75^	12v	108^	108^
6.00 - 6.30				A	18.4	33	1562	1538	530	275	535	210	344	287	230	135^	848	269	471	526	437	254	62^	7v	93^	93^
6.30 - 7.00				A	18.7	31	1588	1567	560	289	564	259	398	295	224	119^	874	302	496	533	447	243	48^	13v	81^	81^
7.00 - 7.30				A	20.2	32	1715	1766	602	313	618	244	449	360	284	141^	860	321	530	526	399	214	59^	16v	229	210
NFL FOOTBALL POST 2-NBC	3	183		A	11.7	18	993	1909	673	335	685	282	502	429	311	153^	829	327	542	535	393	168^	54v	20v	341	318
1 SUN. 7.23P 7 NBC SC		86		B	10.5	18	891	1813	658	325	667	239	433	414	337	172	769	323	538	509	355	169	153	48	224	179
ONE TO GROW ON-8:28AM	10	192	195	A	3.6	23	306	1725	140^	43v	140^	59v	91v	100v	65v	40v	179^	103v	134^	134^	31v	45v	311^	85v	1095	729
SAT. 8.28A 2 NBC CN		96	97	B	4.0	25	340	1608	173	48	235	123	153	89	67	75	182	119	132	111	44	45	222	95	969	675
ONE TO GROW ON-8:58AM	10	195	195	A	5.0	23	425	1887	259^	106^	259^	157^	210^	155^	81^	49v	185^	77^	103^	103^	26v	82^	374	117^	1069	654
SAT. 8.58A 2 NBC CN		97	97	B	4.9	23	416	1700	253	112	322	186	252	178	110	55	241	119	146	128	76	76	243	102	894	574
ONE TO GROW ON-10:28AM	10	204	205	A	9.9	34	841	1742	370	143^	406	216	322	256	184	61^	164	115^	140^	138^	37v	12v	169	128^	1003	611
SAT. 10.28A 2 NBC CN		99	99	B	8.9	32	756	1676	319	116	348	189	268	189	131	67	204	134	171	127	54	30	256	160	868	514
ONE TO GROW ON-10:58AM	10	200	203	A	8.5	29	722	1778	293	104^	365	187	283	228	167^	64^	178	121^	160^	144^	52^	12v	197	137^	1038	558
SAT. 10.58A 2 NBC CN		98	98	B	8.1	28	688	1711	299	82	342	178	260	172	125	74	201	129	168	115	55	26	274	177	894	521
ONE TO GROW ON-12:28PM	10	145	160	A	5.1	16	433	1700	263^	51v	362	226^	270^	230^	97^	76^	282^	169^	243^	210^	113^	39v	189^	99^	867	469
SAT. 12.28P 2 NBC CN		79	85	B	4.4	14	374	1512	321	101	359	165	229	158	144	124	273	136	196	175	115	54	245	112	635	346
PBA FALL TOUR	6	158	157	A	3.7	10	314	1573	556	134^	601	174^	318^	295^	233^	268^	589	213^	331^	357^	239^	197^	77v	LT	306^	201^
1 SAT. 3.00P 90 NBC SE		84	87	B	3.7	11	314	1465	562	116	622	135	267	246	268	324	568	184	306	319	210	223	69	22	206	140
2 SAT. 1.00P 98																										
1.00 - 1.30				A	3.2	10	272	1210	467^	LT	467^	96v	155v	155v	180v	312^	460^	188v	305^	305^	205v	155v	33v	33v	250^	250^
1.30 - 2.00				A	3.5	10	297	1515	603^	81v	684^	172v	384^	303^	259^	300^	609^	151v	389^	389^	340^	220^	LT	LT	222^	222^
2.00 - 2.30				A	4.3	13	365	1701	824	227^	917	213^	630^	538^	502^	287^	543^	225^	347^	347^	170v	196^	LT	LT	241^	241^
2.30 - 3.00				A	4.8	14	408	1848	647	54v	808	339^	531^	370^	295^	277^	767	336^	571^	517^	329^	139v	LT	LT	273^	273^
3.00 - 3.30				A	2.5	7	212	1585	382^	213v	382^	133v	133v	176v	108v	206v	708^	250v	325^	396^	241v	217v	99v	LT	396^	207v
3.30 - 4.00				A	4.1	11	348	1463	436^	152v	436^	163v	163v	195^	80v	241^	615^	210^	256^	342^	247^	218^	199^	LT	213^	LT
4.00 - 4.30				A	4.2	10	357	1821	507^	160v	552^	190^	277^	310^	182^	242^	607^	224^	312^	348^	239^	213^	122v	LT	540^	291^
PINK PANTHER AND SONS	10	196	196	A	4.5	23	382	1843	252^	105^	255^	146^	188^	140^	81v	59v	177^	68v	99^	99^	31v	78v	354	107^	1057	687
SAT. 8.30A 30 NBC CA		97	97	B	4.5	23	382	1706	248	101	314	184	239	165	101	60	241	121	150	131	77	72	234	91	917	619
POLE POSITION	4	174	194	A	4.5	15	382	1950	316^	57v	361	256^	273^	242^	37v	68v	259^	158^	189^	175^	74v	51v	377	199^	953	530
SAT. 10.00A 30 CBS CA		83	96	B	4.8	16	408	1731	293	152	353	237	264	173	45	71	157	97	124	120	48	22	316	136	905	501
PRYOR'S PLACE	10	166	192	A	4.0	13	340	2226	550	250^	585	294^	381	339^	147^	175^	347^	189^	238^	187^	73v	109^	246^	134^	1048	563
SAT. 11.30A 30 CBS CL		82	95	B	4.2	14	357	1677	365	157	436	201	291	201	126	126	267	151	196	173	84	67	247	120	727	447
SCARY SCOOBY DOO FUNNIES	7	193	193	A	5.6	19	475	1815	388	77^	388	305	325	184^	30v	63v	289	147^	240^	150^	134^	39v	226^	97^	912	555
SAT. 11.00A 30 ABC CA		94	93	B	5.4	19	458	1683	319	81	407	271	315	191	101	79	238	130	211	136	101	19	221	108	817	447
SATURDAY SUPERCADE	4	170	172	A	3.4	11	289	2201	530	180^	561	381^	447	387^	97v	97v	321^	108v	165^	176^	134^	114^	439	324^	880	554
SAT. 10.30A 60 CBS CA		82	82	B	4.1	14	348	1869	423	190	454	262	344	273	104	93	183	77	107	112	75	58	335	206	897	570
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SATURDAY SUPERCADE-CONT'D																										
10.30 - 11.00				A	3.2	11	272	2099	471	118v	512	355^	395^	328^	61v	96v	223^	69v	114v	102v	93v	91v	521	370^	843	493
11.00 - 11.30				A	3.7	12	314	2188	555	222^	575	385^	470	427	125^	91v	379^	131^	197^	228^	160^	123^	351^	274^	883	586
SCHOOLHOUSE ROCK-8:25AM	10	189	189	A	2.2	14	187	1422	298^	38v	304^	58v	186^	128v	167v	118v	151v	151v	151v	134v	LT	LT	123v	LT	844	733
SAT. 8.25A 4 ABC CN		97	97	B	2.9	18	246	1626	173	50	242	99	169	129	97	73	197	121	150	122	55	42	194	79	993	632
SCHOOLHOUSE ROCK-9:55AM	10	200	200	A	4.5	16	382	1592	287^	89^	287^	37v	147^	147^	139^	140^	110^	63v	84v	76v	47v	26v	150^	LT	1045	729
SAT. 9.55A 4 ABC CN		99	99	B	4.9	18	416	1802	224	86	278	101	186	137	112	89	196	115	167	106	63	29	258	67	1070	636
SCHOOLHOUSE ROCK-10:25AM	10	199	199	A	4.6	16	391	1425	265^	90^	265^	84^	143^	110^	77v	122^	183^	134^	154^	109^	39v	29v	174^	23v	803	550
SAT. 10.25A 4 ABC CN		98	97	B	4.9	18	416	1648	232	83	274	130	185	131	99	80	244	145	201	128	76	35	272	101	858	486
SCHOOLHOUSE ROCK-11:25AM	7	193	193	A	5.3	18	450	1929	368	60v	368	293	312	171^	33v	56v	329	175^	272^	160^	145^	48v	283	124^	949	567
SAT. 11.25A 4 ABC CN		94	93	B	5.2	18	441	1706	303	71	390	257	298	174	98	81	247	139	214	133	101	21	249	127	820	440
SHIRT TALES	10	185	185	A	3.2	22	272	1949	489	55v	519	328^	335^	109v	56v	184^	284^	66v	85v	58v	127^	199^	164^	164^	982	574
SAT. 8.00A 30 CBS CA		93	93	B	2.7	16	229	1556	289	77	319	190	207	117	64	105	230	110	141	122	80	86	105	81	902	524
SKINS GAME-SAT.(S)			181	A	5.4	13	458	1312	471^	82v	470^	56v	132v	167^	244^	303^	713	226^	460^	441^	360^	197^	64v	25v	65v	65v
2 SAT. 3.30P 153 NBC SE			96																							
3.30 - 4.00				A	4.5	13	382	1458	495^	87v	495^	107v	173^	205^	259^	290^	832	306^	563^	549^	432^	207^	16v	LT	115v	115v
4.00 - 4.30				A	4.6	12	391	1276	426^	64v	426^	59v	115v	145v	194^	281^	755	242^	522^	484^	405^	184^	64v	44v	31v	31v
4.30 - 5.00				A	4.7	12	399	1216	406^	70v	406^	58v	108v	139v	204^	267^	676	235^	458^	425^	328^	168^	81v	32v	53v	53v
5.00 - 5.30				A	5.6	13	475	1232	460^	85v	460^	42v	116v	152^	228^	308^	632	194^	423^	404^	291^	162^	81v	25v	59v	59v
5.30 - 6.00				A	7.1	15	603	1378	536	95v	536	32v	146^	187^	311^	349^	701	191^	409^	408^	364^	226^	78v	28v	63v	63v
SKINS GAME-SUN.(S)			186	A	7.5	15	637	1278	389^	60v	422	26v	116^	147^	188^	275^	757	236^	435	399	390^	283^	48v	LT	51v	25v
2 SUN. 4.16P 108 NBC SE			97																							
4.00 - 4.30				A	6.2	14	526	1192	374^	95v	397^	28v	139^	167^	213^	230^	665	234^	384^	277^	287^	266^	42v	LT	88v	56v
4.30 - 5.00				A	7.2	16	611	1213	443	61v	475	49v	115^	167^	187^	308^	649	193^	361^	304^	325^	263^	46v	LT	43v	32v
5.00 - 5.30				A	7.6	16	645	1287	412	59v	452	21v	109^	141^	197^	311^	742	186^	393	379^	441	305^	54v	LT	39v	18v
5.30 - 6.00				A	8.0	15	679	1328	335^	46v	370	10v	113^	127^	174^	243^	867	296^	520	505	426	292^	41v	LT	50v	17v
6.00 - 6.30				A	3.9	7	331	1148	323^	LT	323^	LT	139v	139v	203^	184v	705^	381^	548^	548^	278^	157v	30v	LT	90v	LT
SMURFS I	10	205	206	A	6.3	26	535	1604	284	129^	336	215^	297	200^	108^	20v	170^	126^	141^	116^	23v	29v	162^	69^	936	590
SAT. 9.00A 30 NBC CA		99	99	B	5.9	24	501	1657	288	134	328	182	256	171	117	58	239	151	174	144	60	48	199	112	891	563
SMURFS II	10	205	206	A	8.9	32	756	1664	255	101^	289	189	258	196	92^	23v	195	152^	174	150^	25v	21v	157^	99^	1023	655
SAT. 9.30A 30 NBC CA		99	99	B	8.1	31	688	1730	308	131	339	198	278	183	111	51	254	164	201	161	68	38	215	129	922	560
SMURFS III	10	205	206	A	10.2	36	866	1746	340	140^	374	208	307	257	161	42^	174	124^	150	138^	40^	10v	161	133^	1037	628
SAT. 10.00A 30 NBC CA		99	99	B	9.2	34	781	1703	324	120	354	197	279	194	126	63	211	138	175	131	56	33	248	161	890	534
SNORKS	10	193	195	A	3.5	24	297	1822	147^	47v	151^	54v	87v	98v	75v	53v	265^	123^	154^	194^	71v	71v	228^	70v	1178	785
SAT. 8.00A 30 NBC CA		97	97	B	3.6	24	306	1725	196	47	252	115	150	110	90	80	206	119	135	131	62	49	226	111	1041	750
SPIDERMAN AND FRIENDS	5	145	162	A	5.3	16	450	1816	289	67v	385	233^	289	233^	108^	83^	294	180^	251^	221^	114^	42v	202^	113^	935	479
SAT. 12.00N 30 NBC CA		78	85	B	5.0	16	425	1533	287	64	328	158	227	178	144	95	293	163	241	221	116	38	227	123	685	386
SPORTSBEAT	4		143	A	2.5	7	212	1363	566^	340^	566^	108v	259v	363^	458^	203v	103v	LT	71v	103v	103v	LT	311^	311^	383^	383^
2 SAT. 3.00P 30 ABC SC			75	B	2.0	5	170	1258	307	112	361	96	148	166	207	173	503	235	381	306	156	112	134	99	260	245
SPORTSWORLD-SAT.	6	164	159	A	5.0	13	425	1579	478	80^	544	200^	282^	284^	198^	205^	767	254^	475	482	370	219^	145^	LT	123^	66v
1 SAT. 4.30P 90 NBC SA		85	88	B	4.7	12	399	1429	516	123	565	169	287	284	267	215	684	191	379	419	345	224	80	16	100	70
2 SAT. 2.38P 52																										
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SPORTSWORLD-SAT.-CONT'D																										
2.30 - 3.00				A	4.0	12	340	1847	579^	56v	773	388^	555^	361^	253^	218^	858	360^	639^	588^	408^	158v	LT	LT	216^	216^
3.00 - 3.30				A	4.5	14	382	1479	327^	60v	376^	131v	168^	142v	102v	185^	891	388^	564^	494^	406^	255^	LT	LT	212^	212^
4.30 - 5.00				A	4.0	10	340	1712	572^	224^	639^	288^	385^	312^	188^	204^	734	211^	356^	393^	330^	279^	185v	LT	154v	LT
5.00 - 5.30				A	5.7	13	484	1636	443^	60v	486^	169^	251^	324^	201^	162^	802	267^	525	529	355^	219^	288^	10v	60v	LT
5.30 - 6.00				A	6.5	14	552	1418	524	35v	563	142^	215^	310^	251^	253^	631	121^	365^	441^	369^	190^	164^	LT	60v	LT
SUNDAY MORNING	9	173	174	A	4.3	19	365	1548	622	264^	626	149^	305^	315^	364	266^	690	210^	435	452	359	189^	87v	48v	145^	109^
SUN. 9.00A 90 CBS N		94	94	B	4.6	19	391	1320	550	198	578	120	227	239	280	295	614	189	372	378	316	197	43	16	85	52
9.00 - 9.30				A	3.7	19	314	1806	666	284^	666	155^	363^	354^	403^	271^	735	201^	443	434	372^	238^	111^	73v	294^	240^
9.30 - 10.00				A	4.4	19	374	1588	641	273^	641	149^	316^	343	375	263^	699	203^	445	490	391	168^	112^	53v	136^	100^
10.00 - 10.30				A	4.7	18	399	1341	594	243^	597	142^	253^	271^	339	274^	654	233^	428	441	321	166^	50v	30v	40v	22v
SUPERFRIENDS: SUPERPOWERS	10	194	194	A	3.6	18	306	1716	281^	82v	281^	75v	195^	163^	142^	86v	99v	99v	99v	89v	LT	LT	372^	164^	964	725
SAT. 8.30A 30 ABC CA		97	97	B	4.1	21	348	1680	165	65	232	86	156	106	104	76	178	91	141	123	68	37	271	113	999	618
SUPERFRIENDS:SUPERPOWERS2	4		189	A	2.0	15	170	1465	182v	94v	182v	LT	88v	88v	182v	94v	299v	299v	299v	246v	LT	LT	195v	LT	789^	789^
2 SAT. 8.00A 30 ABC CA			97	B	2.6	17	221	1718	156	103	271	135	194	148	93	77	273	209	209	168	35	64	130	25	1044	702
THIS WEEK-DAVID BRINKLEY	7	180	181	A	4.0	12	340	1300	493	111^	511	124^	199^	110^	159^	277^	680	315^	366^	229^	198^	265^	35v	LT	74v	24v
SUN. 11.30A 60 ABC N		95	95	B	4.0	12	340	1259	585	159	602	99	207	206	237	349	572	174	286	240	224	248	33	LT	52	37
11.30 - 12.00				A	3.8	12	323	1424	666	139^	681	247^	347^	165^	195^	269^	632	301^	313^	201^	150^	270^	40v	LT	71v	22v
12.00 - 12.30				A	4.0	12	340	1224	350^	83v	362^	LT	62v	63v	124^	294^	756	339^	423	262^	250^	279^	29v	LT	77v	26v
TURBO TEEN	10	200	200	A	4.5	16	382	1709	268^	86^	268^	44v	148^	148^	130^	120^	117^	79v	98^	84v	38v	19v	202^	105^	1122	804
SAT. 9.30A 30 ABC CA		99	99	B	5.1	19	433	1814	220	84	272	108	185	130	102	84	198	127	173	104	55	25	258	79	1086	662
WOLF ROCK TV	2	189		A	2.3	14	195	1144^	451^	LT	451^	133v	298v	165v	165v	153v	LT	LT	LT	LT	LT	LT	LT	LT	693^	523^
1 SAT. 8.00A 30 ABC CA		97		B	2.3	13	195	1608	446	LT	560	180	428	248	248	132	LT	LT	LT	LT	LT	LT	262	187	786	564

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. NOV.12, 1984

WEEK 1

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,580 16.0				32,350 38.1							
ABC TV	Program					← CALL TO GLORY (SD) →				← NFL MONDAY NIGHT FOOTBALL LA RAIDERS VS SEATTLE (9:00-12:35AM)(SD)(-OP) →							
ABC TV	AVERAGE AUDIENCE (Households (000) & %)					9,930 11.7	11.5*		12.0*	16,470 19.4	19.1*		21.2*		21.5*		19.1*
ABC TV	SHARE OF AUDIENCE %					18	18 *		19 *	33	28 *		30 *		32 *		29 *
ABC TV	AVG. AUD. BY ¼ HR. %					11.6	11.3	11.6	12.4	18.7	19.5	21.1	21.3	21.7	21.3	19.1	19.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,270 22.7				17,910 21.1		17,910 21.1		18,680 22.0			
CBS TV	Program					← SCARECROW & MRS. KING (SUS-SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
CBS TV	AVERAGE AUDIENCE (Households (000) & %)					15,540 18.3	17.6*		19.1*	16,050 18.9		16,220 19.1		15,030 17.7	17.9*		17.4*
CBS TV	SHARE OF AUDIENCE %					27	27 *		28 *	27		28		28	28 *		28 *
CBS TV	AVG. AUD. BY ¼ HR. %					17.2	18.0	19.0	19.2	18.3	19.5	18.9	19.4	18.1	17.7	17.6	17.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,020 22.4				22,670 26.7							
NBC TV	Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES VICTIMS FOR VICTIMS (SD) →							
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					14,430 17.0	16.6*		17.5*	15,960 18.8	17.6*		19.2*		19.4*		19.1*
NBC TV	SHARE OF AUDIENCE %					25	25 *		26 *	28	25 *		28 *		30 *		31 *
NBC TV	AVG. AUD. BY ¼ HR. %					16.3	16.9	17.3	17.7	17.2	18.0	19.0	19.5	19.5	19.2	19.5	18.7

WEEK 2

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,500 15.9				26,830 31.6							
ABC TV	Program					← CALL TO GLORY (SD) →				← NFL MONDAY NIGHT FOOTBALL PITTSBURGH VS NEW ORLEANS (9:00-12:22AM) (-OP) →							
ABC TV	AVERAGE AUDIENCE (Households (000) & %)					9,930 11.7	12.0*		11.3*	12,820 15.1	14.7*		16.6*		17.0*		15.2*
ABC TV	SHARE OF AUDIENCE %					18	19 *		17 *	25	22 *		24 *		24 *		23 *
ABC TV	AVG. AUD. BY ¼ HR. %					12.2	11.8	11.4	11.2	13.9	15.4	16.3	16.9	17.2	16.7	15.4	15.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,830 21.0				13,750 16.2		13,410 15.8		13,840 16.3			
CBS TV	Program					← SCARECROW & MRS. KING (SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
CBS TV	AVERAGE AUDIENCE (Households (000) & %)					14,430 17.0	16.9*		17.0*	12,060 14.2		11,890 14.0		11,210 13.2	13.0*		13.4*
CBS TV	SHARE OF AUDIENCE %					26	26 *		25 *	21		20		20	19 *		21 *
CBS TV	AVG. AUD. BY ¼ HR. %					16.4	17.4	17.6	16.4	13.9	14.5	13.9	14.1	12.9	13.0	13.5	13.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,900 25.8				33,620 39.6							
NBC TV	Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES FATAL VISION, PART 2 →							
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					16,730 19.7	18.4*		21.0*	27,760 32.7	30.6*		33.0*		34.5*		32.8*
NBC TV	SHARE OF AUDIENCE %					30	28 *		31 *	49	45 *		48 *		51 *		52 *
NBC TV	AVG. AUD. BY ¼ HR. %					17.7	19.2	19.9	22.2	29.7	31.6	32.8	33.2	34.3	34.6	34.7	31.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	63.2	64.3	64.5	65.8	65.8	66.8	67.4	68.1	68.8	70.0	69.2	68.3	65.4	64.1	62.5	59.8
	WK. 2	62.0	63.3	63.9	64.3	63.9	65.5	67.0	67.1	68.2	69.1	68.7	68.9	67.8	66.2	64.7	61.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 13, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,200 17.9		14,090 16.6		13,330 15.7				11,290 13.3			
Program					THREE'S A CROWD		WHO'S THE BOSS?		← PAPER DOLLS (SD) →				← JESSIE →			
AVERAGE AUDIENCE (Households (000) & %)					13,070 15.4		12,480 14.7		10,190 12.0	12.1*		11.9*	9,250 10.9	11.0*		10.8*
SHARE OF AUDIENCE %					23		22		18	18 *		18 *	18	18 *		18 *
AVG. AUD. BY 1/4 HR. %					14.9	15.9	14.5	14.8	11.9	12.2	11.9	11.9	11.0	11.0	11.0	10.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,510 21.8				24,450 28.8							
Program					← DONALD DUCK'S 50TH BRTHDY (SD) →				← ELLIS ISLAND PART 2 (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					13,500 15.9	15.5*		16.3*	17,910 21.1	20.8*		21.3*		21.3*		21.0*
SHARE OF AUDIENCE %					24	24 *		24 *	33	31 *		33 *		34 *		36 *
AVG. AUD. BY 1/4 HR. %					15.5	15.4	15.9	16.6	20.6	21.0	21.3	21.2	21.4	21.3	21.1	20.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,480 25.3				19,360 22.8				16,730 19.7			
Program					← A TEAM (SD) →				← RIPTIDE →				← REMINGTON STEELE →			
AVERAGE AUDIENCE (Households (000) & %)					17,230 20.3	19.1*		21.6*	15,540 18.3	18.2*		18.4*	13,240 15.6	15.7*		15.4*
SHARE OF AUDIENCE %					30	29 *		32 *	28	27 *		28 *	26	25 *		26 *
AVG. AUD. BY 1/4 HR. %					18.3	19.8	21.6	21.6	18.1	18.2	18.5	18.3	15.9	15.5	15.7	15.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,520 17.1		13,580 16.0		19,190 22.6				13,240 15.6			
Program					THREE'S A CROWD		WHO'S THE BOSS?		← WRLD FUNNIEST COM'L GOOFS (SD) →				← PAPER DOLLS →			
AVERAGE AUDIENCE (Households (000) & %)					12,650 14.9		12,230 14.4		14,260 16.8	16.6*		17.1*	10,270 12.1	12.5*		11.7*
SHARE OF AUDIENCE %					23		22		26	25 *		27 *	21	21 *		21 *
AVG. AUD. BY 1/4 HR. %					14.5	15.4	14.3	14.6	16.1	17.0	17.5	16.7	12.9	12.1	11.8	11.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,260 16.8		13,500 15.9		18,250 21.5							
Program					CHARLIE BROWN THNKSGIVING (SD)		BUGS BUNNY THNKSGVNG DIET		← CBS TUESDAY NIGHT MOVIES FOR LOVE OR MONEY (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					12,740 15.0		11,970 14.1		10,530 12.4	12.9*		12.1*		12.6*		12.1*
SHARE OF AUDIENCE %					23		21		20	20 *		19 *		21 *		22 *
AVG. AUD. BY 1/4 HR. %					15.3	14.6	13.9	14.2	13.2	12.6	12.1	12.0	12.8	12.4	11.9	12.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,890 24.6				18,080 21.3				16,560 19.5			
Program					← A TEAM (SD) →				← RIPTIDE (SD) →				← REMINGTON STEELE →			
AVERAGE AUDIENCE (Households (000) & %)					17,150 20.2	19.3*		21.1*	14,600 17.2	17.0*		17.4*	13,410 15.8	16.0*		15.6*
SHARE OF AUDIENCE %					31	30 *		32 *	27	26 *		27 *	28	27 *		28 *
AVG. AUD. BY 1/4 HR. %					18.4	20.2	21.4	20.9	17.1	16.9	17.3	17.5	16.2	15.8	15.8	15.3
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	59.2	61.2	62.5	63.4	64.9	66.8	67.2	67.9	66.5	66.5	66.0	64.9	62.7	62.1	60.3	57.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	59.8	61.6	63.0	64.0	64.9	65.9	66.2	66.4	65.1	65.3	64.5	64.0	60.3	58.5	56.1	54.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. TUE. NOV. 20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.14, 1984

WEEK 1

ABC TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	17,830				23,520				17,910			
TOTAL AUDIENCE (%)	21.0				27.7				21.1			
Program	← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000))	13,920				19,950				14,430			
AVERAGE AUDIENCE (%)	16.4	15.1*		17.8*	23.5	23.1*		23.9*	17.0	17.3*		16.7*
SHARE OF AUDIENCE %	25	24 *		27 *	35	34 *		35 *	28	27 *		28 *
AVG. AUD. BY ¼ HR. %	14.8	15.3	16.9	18.6	22.9	23.2	23.8	23.9	17.6	16.9	16.8	16.6

CBS TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	14,520		13,240		21,480							
TOTAL AUDIENCE (%)	17.1		15.6		25.3							
Program	CHARLES IN CHARGE		E/R (SUS-SD)		← ELLIS ISLAND PART 3 (SD) →							
AVERAGE AUDIENCE (Households (000))	12,310		12,060		16,130							
AVERAGE AUDIENCE (%)	14.5		14.2		19.0	17.3*		18.3*		20.5*		19.9*
SHARE OF AUDIENCE %	23		22		29	25 *		27 *		32 *		33 *
AVG. AUD. BY ¼ HR. %	14.1	14.9	13.5	14.9	16.6	17.9	18.2	18.4	20.4	20.6	20.3	19.5

NBC TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,420				15,110		12,400		13,670			
TOTAL AUDIENCE (%)	21.7				17.8		14.6		16.1			
Program	← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		IT'S YOUR MOVE (SD)		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000))	15,110				13,330		11,120		10,530			
AVERAGE AUDIENCE (%)	17.8	17.4*		18.2*	15.7		13.1		12.4	12.2*		12.6*
SHARE OF AUDIENCE %	28	27 *		28 *	23		19		20	19 *		21 *
AVG. AUD. BY ¼ HR. %	17.0	17.8	18.6	17.8	15.5	15.8	13.2	12.9	12.2	12.2	12.7	12.5

WEEK 2

ABC TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,420				25,130				21,140			
TOTAL AUDIENCE (%)	21.7				29.6				24.9			
Program	← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000))	14,010				20,630				18,000			
AVERAGE AUDIENCE (%)	16.5	15.4*		17.6*	24.3	23.6*		25.0*	21.2	21.7*		20.8*
SHARE OF AUDIENCE %	27	26 *		29 *	38	37 *		39 *	36	36 *		36 *
AVG. AUD. BY ¼ HR. %	14.8	16.0	16.9	18.3	23.3	23.9	24.8	25.2	22.1	21.4	21.2	20.4

CBS TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,740		11,630		14,350							
TOTAL AUDIENCE (%)	15.0		13.7		16.9							
Program	CHARLES IN CHARGE		E/R (SUS-SD)		← CBS WEDNESDAY NIGHT MOVIE → THE BARON AND THE KID (SD)							
AVERAGE AUDIENCE (Households (000))	11,040		10,100		8,830							
AVERAGE AUDIENCE (%)	13.0		11.9		10.4	9.2*		10.3*		11.0*		11.0*
SHARE OF AUDIENCE %	22		19		17	14 *		16 *		18 *		19 *
AVG. AUD. BY ¼ HR. %	12.8	13.2	11.8	12.1	9.0	9.4	10.1	10.4	10.9	11.1	10.9	11.0

NBC TV	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	16,470				15,450		12,990		13,330			
TOTAL AUDIENCE (%)	19.4				18.2		15.3		15.7			
Program	← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		IT'S YOUR MOVE		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000))	12,650				13,330		11,550		10,780			
AVERAGE AUDIENCE (%)	14.9	14.2*		15.6*	15.7		13.6		12.7	12.3*		13.1*
SHARE OF AUDIENCE %	25	24 *		25 *	24		21		22	21 *		23 *
AVG. AUD. BY ¼ HR. %	14.1	14.3	15.5	15.8	15.5	15.9	13.6	13.5	12.1	12.5	13.0	13.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.0	61.2	61.8	62.1	62.8	63.8	65.0	66.2	67.4	68.5	67.5	67.2	63.8	62.4	60.8	58.4
WK. 2	56.2	57.3	57.5	58.8	59.8	60.4	60.6	62.4	63.8	64.3	64.0	64.1	60.2	59.0	58.0	57.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. NOV.21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.15, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,600 17.2								13,920 16.4			
Program					U.S.OLYM PRO BOXING DEBUT (SD)								20/20			
AVERAGE AUDIENCE (Households (000) & %)					8,070 9.5	8.4*		9.3*		9.8*		10.4*	10,270 12.1	12.2*		12.0*
SHARE OF AUDIENCE %					15	13 *		14 *		15 *		16 *	20	20 *		20 *
AVG. AUD. BY ¼ HR. %					8.5	8.4	9.1	9.5	9.8	9.7	10.5	10.3	12.2	12.2	12.2	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,670 26.7				24,280 28.6				20,380 24.0			
Program					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %)					18,510 21.8	20.4*		23.2*	20,040 23.6	23.5*		23.6*	17,570 20.7	21.0*		20.4*
SHARE OF AUDIENCE %					34	32 *		35 *	37	36 *		37 *	35	34 *		35 *
AVG. AUD. BY ¼ HR. %					19.8	21.0	22.9	23.5	23.2	23.9	23.9	23.2	20.9	21.0	20.8	19.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,230 25.0		20,630 24.3		17,910 21.1		16,390 19.3		18,590 21.9			
Program					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)					19,100 22.5		18,930 22.3		16,300 19.2		14,770 17.4		15,280 18.0	17.8*		18.2*
SHARE OF AUDIENCE %					36		34		29		27		30	29 *		31 *
AVG. AUD. BY ¼ HR. %					21.4	23.7	22.2	22.5	19.7	18.7	17.1	17.7	17.7	17.9	18.3	18.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,110 17.8								13,840 16.3			
Program					ABC THURSDAY NIGHT MOVIE ARTHUR(R) (SD)								20/20			
AVERAGE AUDIENCE (Households (000) & %)					8,570 10.1	8.6*		9.8*		11.2*		10.9*	10,700 12.6	12.7*		12.5*
SHARE OF AUDIENCE %					18	17 *		18 *		20 *		19 *	23	23 *		24 *
AVG. AUD. BY ¼ HR. %					8.7	8.5	9.5	10.1	11.3	11.1	11.0	10.8	12.3	13.1	12.9	12.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,000 21.2				19,870 23.4				16,050 18.9			
Program					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %)					13,580 16.0	14.5*		17.5*	16,560 19.5	19.3*		19.6*	13,840 16.3	16.1*		16.5*
SHARE OF AUDIENCE %					30	28 *		32 *	34	34 *		34 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %					14.4	14.6	16.8	18.3	19.1	19.6	19.7	19.5	16.2	16.0	16.4	16.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,130 19.0		14,350 16.9		13,840 16.3		13,070 15.4		16,900 19.9			
Program					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)		HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)					14,260 16.8		12,990 15.3		12,230 14.4		11,550 13.6		13,330 15.7	15.4*		16.0*
SHARE OF AUDIENCE %					32		28		25		24		29	28 *		30 *
AVG. AUD. BY ¼ HR. %					15.9	17.7	15.3	15.3	14.3	14.6	13.4	13.8	15.1	15.7	15.9	16.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	58.0	59.3	60.4	61.1	62.2	63.8	64.8	66.4	65.3	65.3	64.1	63.5	61.5	60.7	59.7	57.4
WK. 2	46.5	48.6	49.3	49.9	51.0	52.5	53.9	55.6	56.8	57.3	57.5	57.4	55.2	54.3	53.8	52.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. NOV.22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.16, 1984

WEEK 1

Network	Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	15,880 18.7		16,130 19.0		10,360 12.2				12,230 14.4			
	Program	BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)	14,010 16.5		14,770 17.4		7,810 9.2	9.6*		8.9*	9,930 11.7	11.5*		11.8*
	SHARE OF AUDIENCE %	28		28		15	15 *		14 *	21	20 *		21 *
	AVG. AUD. BY ¼ HR. %	15.9	17.1	17.2	17.5	10.0	9.2	8.9	8.8	11.3	11.7	11.8	11.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)	15,280 18.0				25,890 30.5				20,120 23.7			
	Program	← DUKES OF HAZZARD (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)	11,890 14.0	13.3*		14.7*	22,500 26.5	26.1*		26.9*	17,400 20.5	21.1*		19.9*
	SHARE OF AUDIENCE %	23	23 *		24 *	43	42 *		44 *	36	37 *		36 *
	AVG. AUD. BY ¼ HR. %	13.0	13.6	14.1	15.3	25.5	26.8	27.3	26.6	21.4	20.8	20.3	19.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	13,840 16.3				11,630 13.7				12,480 14.7			
	Program	← V (SD) →				← HUNTER (SD) →				← MIAMI VICE →			
	AVERAGE AUDIENCE (Households (000) & %)	10,610 12.5	12.2*		12.7*	9,340 11.0	10.8*		11.1*	10,360 12.2	12.3*		12.1*
	SHARE OF AUDIENCE %	21	21 *		21 *	18	17 *		18 *	22	21 *		22 *
	AVG. AUD. BY ¼ HR. %	12.0	12.4	13.0	12.4	10.9	10.7	11.0	11.3	12.3	12.4	12.1	12.1

WEEK 2

Network	Measure	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	15,200 17.9		15,110 17.8		11,720 13.8				13,160 15.5			
	Program	BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)	13,840 16.3		13,670 16.1		9,170 10.8	10.7*		10.8*	10,950 12.9	12.8*		13.0*
	SHARE OF AUDIENCE %	28		27		18	18 *		18 *	23	22 *		24 *
	AVG. AUD. BY ¼ HR. %	15.9	16.6	16.1	16.2	10.9	10.5	10.6	11.1	12.7	12.8	13.0	13.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)	13,750 16.2				22,330 26.3				19,020 22.4			
	Program	← DUKES OF HAZZARD (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)	10,780 12.7	11.8*		13.5*	19,190 22.6	22.0*		23.2*	15,960 18.8	19.1*		18.5*
	SHARE OF AUDIENCE %	22	20 *		23 *	38	37 *		39 *	34	34 *		34 *
	AVG. AUD. BY ¼ HR. %	11.3	12.3	12.9	14.2	21.5	22.5	23.2	23.2	19.3	19.0	18.7	18.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	16,050 18.9				19,360 22.8							
	Program	← V (SD) →				← MOVIE OF THE WEEK-FRI. CONAN THE BARBARIAN →							
	AVERAGE AUDIENCE (Households (000) & %)	12,570 14.8	14.6*		14.9*	12,820 15.1	14.3*		15.1*		16.0*		15.1*
	SHARE OF AUDIENCE %	25	25 *		25 *	26	24 *		25 *		28 *		28 *
	AVG. AUD. BY ¼ HR. %	14.5	14.6	15.0	14.8	14.1	14.6	15.3	15.0	16.1	15.8	15.9	14.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.0	57.0	57.0	57.2	58.1	59.7	60.9	62.0	62.2	62.2	62.1	61.2	58.0	57.1	56.0	54.2
WK. 2	54.7	55.9	56.0	56.8	57.6	58.5	59.1	59.4	59.1	59.1	59.3	59.5	57.5	56.4	55.5	54.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.17, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						12,900 15.2				17,570 20.7				14,520 17.1			
Program		(1)				T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000) & %)						9,930 11.7	11.2*		12.2*	14,180 16.7	16.0*		17.4*	11,970 14.1	14.0*		14.3*
SHARE OF AUDIENCE	%					20	19 *		20 *	28	27 *		29 *	26	25 *		27 *
AVG. AUD. BY ¼ HR.	%	<<				10.9	11.4	12.2	12.3	15.2	16.9	17.5	17.2	14.0	13.9	14.2	14.4
CBS TV TOTAL AUDIENCE (Households (000) & %)						13,580 16.0				16,980 20.0							
Program		(2)				AIRWOLF (SD)				CBS SPECIAL MOVIE PRESNT. THE OUTLAW JOSEY WALES(R) (9:00-11:32PM) (SD)							
AVERAGE AUDIENCE (Households (000) & %)						10,700 12.6	11.8*		13.4*	9,080 10.7	10.1*		10.2*		10.7*		11.1*
SHARE OF AUDIENCE	%					21	20 *		22 *	20	17 *		17 *		19 *		21 *
AVG. AUD. BY ¼ HR.	%	7.8				11.5	12.1	13.3	13.4	10.4	9.9	9.9	10.4	10.6	10.7	11.0	11.2
NBC TV TOTAL AUDIENCE (Households (000) & %)						16,810 19.8		15,710 18.5		18,590 21.9							
Program						DIFF'RENT STROKES-SAT.		GIMME A BREAK (SD)		MOVIE OF THE WEEK-SAT CADDYSHACK(R)							
AVERAGE AUDIENCE (Households (000) & %)						14,600 17.2		14,350 16.9		11,120 13.1	14.1*		13.5*		12.9*		11.9*
SHARE OF AUDIENCE	%					29		28		23	24 *		23 *		23 *		23 *
AVG. AUD. BY ¼ HR.	%					16.5	17.9	16.9	16.8	14.3	13.8	13.7	13.4	13.2	12.7	12.1	11.6

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						13,410 15.8				20,550 24.2							
Program						T.J. HOOKER (SD)				LOVE BOAT (SD)							
AVERAGE AUDIENCE (Households (000) & %)						10,780 12.7	12.0*		13.5*	14,180 16.7	15.8*		17.0*		17.4*		16.7*
SHARE OF AUDIENCE	%					22	21 *		23 *	30	27 *		30 *		31 *		31 *
AVG. AUD. BY ¼ HR.	%					11.4	12.5	13.3	13.6	15.1	16.5	17.0	17.0	17.5	17.3	17.1	16.2
CBS TV TOTAL AUDIENCE (Households (000) & %)						14,180 16.7				13,070 15.4				12,570 14.8			
Program						AIRWOLF (SD)				MIKE HAMMER (SD)				COVER-UP			
AVERAGE AUDIENCE (Households (000) & %)						10,870 12.8	12.5*		13.2*	10,780 12.7	12.6*		12.9*	10,020 11.8	11.9*		11.8*
SHARE OF AUDIENCE	%					22	22 *		23 *	22	22 *		22 *	22	21 *		22 *
AVG. AUD. BY ¼ HR.	%					12.3	12.6	13.4	13.0	12.5	12.7	13.1	12.6	11.8	11.9	11.8	11.8
NBC TV TOTAL AUDIENCE (Households (000) & %)						13,580 16.0		12,480 14.7		12,570 14.8				10,190 12.0			
Program						DIFF'RENT STROKES-SAT.		GIMME A BREAK (SD)		NATIONAL PEOPLE'S POLL (SD)				PARTNERS IN CRIME			
AVERAGE AUDIENCE (Households (000) & %)						11,970 14.1		11,120 13.1		8,570 10.1	10.3*		9.9*	7,300 8.6	8.1*		9.0*
SHARE OF AUDIENCE	%					25		23		17	18 *		17 *	16	15 *		17 *
AVG. AUD. BY ¼ HR.	%					13.5	14.7	13.2	13.0	10.6	10.0	9.7	10.1	7.9	8.2	8.9	9.2

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	55.2	55.8	56.0	57.4	58.5	59.2	60.5	60.4	59.7	59.5	59.5	58.7	55.9	54.4	53.3	51.9
	WK. 2	53.1	54.1	54.4	55.0	56.7	57.4	57.8	58.5	58.3	58.3	57.6	57.4	55.8	55.2	54.0	52.9

U.S. TV Households: 84,900,000

(1)CFA COLLEGE FOOTBALL GAME,ABC,OKLAHOMA VS NEBRASKA & TEXAS VS T.C.U.,(3:44-648PM)

(2)CBS COLLEGE FOOTBALL GM 2,CBS,USC VS UCLA(3:41-7:02PM)

For explanation of symbols, See page A.

EVE.SAT. NOV.24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.17, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,480													
				4.1													
Program				ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)				3,310													
				3.9													
SHARE OF AUDIENCE	%			10													
AVG. AUD. BY ¼ HR.	%			3.9													
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
Program		CBS SPECIAL MOVIE PRESNT. THE OUTLAW JOSEY WALES(R) (9:00-11:32PM)															
AVERAGE AUDIENCE (Households (000) & %)			11.6*														
SHARE OF AUDIENCE	%		25 *														
AVG. AUD. BY ¼ HR.	%	11.8	11.4	8.7													
NBC TV TOTAL AUDIENCE (Households (000) & %)				10,100													
				11.9													
Program				SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				5,940													
				7.0	8.1*		7.0*		5.4*								
SHARE OF AUDIENCE	%			22	22 *		23 *		21 *								
AVG. AUD. BY ¼ HR.	%			8.4	7.7	7.5	6.4	5.5	5.0								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,480													
				4.1													
Program				ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)				3,310													
				3.9													
SHARE OF AUDIENCE	%			10													
AVG. AUD. BY ¼ HR.	%			3.9													
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				8,240													
				9.7													
Program				FRIDAY NIGHT VIDEOS SP ED (11:30-12:53AM) (SUSTAINING 12:53-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				3,990													
				4.7	5.8*		4.4*		3.6*								
SHARE OF AUDIENCE	%			15	16 *		14 *		13 *								
AVG. AUD. BY ¼ HR.	%			6.1	5.4	4.6	4.2	3.6	3.7								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	47.1	44.5	38.6	35.8	32.0	29.1	26.1	23.9	20.9	19.4	16.6	14.9	13.5	12.7	11.5	9.7
	WK. 2	49.0	44.7	38.9	35.7	32.7	30.6	27.4	25.6	23.0	20.8	17.6	15.5	13.4	11.9	10.4	9.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.SAT. NOV.24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.18, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	14,430 17.0				14,860 17.5				21,310 25.1							
ABC TV program	RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE STRIPES(R) (9:00-11:05PM)(SD)							
AVERAGE AUDIENCE (Households (000) & %)	9,930 11.7	10.3*		13.1*	11,970 14.1	14.2*		14.1*	14,520 17.1	15.8*		16.9*		17.8*		17.6*
SHARE OF AUDIENCE %	18	16 *		19 *	20	21 *		20 *	26	23 *		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %	9.2	11.3	12.8	13.5	14.4	13.9	14.0	14.1	15.4	16.1	16.9	16.9	17.8	17.9	17.8	17.3
CBS TV TOTAL AUDIENCE (Households (000) & %)	27,250 32.1				19,360 22.8				13,580 16.0		11,040 13.0		11,380 13.4			
CBS TV program	60 MINUTES				MURDER, SHE WROTE (SD)				JEFFERSONS		ALICE (SD)		TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	20,970 24.7	22.1*		27.4*	16,220 19.1	19.0*		19.2*	11,890 14.0		10,190 12.0		9,250 10.9	10.8*		11.1*
SHARE OF AUDIENCE %	37	34 *		41 *	27	28 *		27 *	20		18		17	17 *		18 *
AVG. AUD. BY ¼ HR. %	20.5	23.7	27.5	27.3	19.0	19.0	19.5	18.9	14.1	13.9	12.0	11.9	10.6	11.0	11.1	11.0
NBC TV TOTAL AUDIENCE (Households (000) & %)			10,780 12.7		18,420 21.7				30,650 36.1							
NBC TV program	(1) (SD)		SILVER SPOONS (SD)		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE FATAL VISION, PART 1 (SD)							
AVERAGE AUDIENCE (Households (000) & %)		20.2*	9,000 10.6		14,770 17.4	16.2*		18.6*	25,050 29.5	28.2*		30.1*		30.1*		29.4*
SHARE OF AUDIENCE %		32 *	16		25	24 *		26 *	44	40 *		44 *		46 *		47 *
AVG. AUD. BY ¼ HR. %	20.7	18.6	10.0	11.2	15.6	16.8	17.7	19.5	27.8	28.7	29.9	30.3	30.3	29.9	29.8	29.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	16,640 19.6				28,270 33.3								18,000 21.2			
ABC TV program	RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE THE EWOK ADVENTURE (SD)								HARDCASTLE & MCCORMICK			
AVERAGE AUDIENCE (Households (000) & %)	11,720 13.8	12.5*		15.1*	21,140 24.9	23.7*		24.4*		25.8*		25.6*	14,690 17.3	17.9*		16.8*
SHARE OF AUDIENCE %	21	19 *		23 *	36	35 *		35 *		37 *		38 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	12.2	12.7	14.2	16.1	23.3	24.0	24.2	24.6	25.7	26.0	26.0	25.2	18.2	17.6	17.1	16.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	24,790 29.2				20,210 23.8				16,560 19.5		15,110 17.8		16,640 19.6			
CBS TV program	60 MINUTES				MURDER, SHE WROTE (SD)				JEFFERSONS		ALICE (SD)		TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	19,530 23.0	22.7*		23.2*	16,730 19.7	19.2*		20.3*	14,770 17.4		14,090 16.6		13,500 15.9	16.1*		15.7*
SHARE OF AUDIENCE %	35	35 *		35 *	28	28 *		29 *	25		24		27	26 *		27 *
AVG. AUD. BY ¼ HR. %	21.3	24.1	24.1	22.4	18.6	19.8	20.3	20.3	16.8	18.0	16.7	16.4	16.1	16.1	15.7	15.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	11,550 13.6		10,950 12.9		19,780 23.3								18,930 22.3			
NBC TV program	SILVER SPOONS		PUNKY BREWSTER		NBC SUNDAY NIGHT MOVIE THE VEGAS STRIP WAR (SD)								JOHNNY CARSON-COMEDIANS			
AVERAGE AUDIENCE (Households (000) & %)	8,660 10.2		10,190 12.0		12,900 15.2	13.7*		14.5*		15.9*		16.6*	14,690 17.3	17.4*		17.3*
SHARE OF AUDIENCE %	16		18		22	20 *		21 *		23 *		24 *	29	28 *		30 *
AVG. AUD. BY ¼ HR. %	9.0	11.5	11.3	12.6	13.9	13.6	14.5	14.5	16.1	15.8	16.7	16.6	17.1	17.6	18.1	16.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	64.7	65.9	66.9	68.1	68.1	69.6	70.6	71.1	70.3	70.0	68.8	67.9	66.1	64.6	63.1	61.3
WK. 2	64.3	65.3	65.8	66.8	67.7	68.7	70.1	70.3	69.5	69.3	68.6	66.9	61.6	60.8	59.0	56.2

U.S. TV Households: 84,900,000

(1)NFL FOOTBALL GAME 2-NBC,NBC,VARIOUS TEAMS AND TIMES,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV.25, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.18, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,140 3.7													
		(1)			ABC WEEKEND REPORT-SUN.												
AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7													
SHARE OF AUDIENCE	%			12													
AVG. AUD. BY ¼ HR.	%	18.0		3.9	3.7												
CBS TV TOTAL AUDIENCE (Households (000) & %)		4,750 5.6															
		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		4,500 5.3															
SHARE OF AUDIENCE	%	10															
AVG. AUD. BY ¼ HR.	%	5.3															
NBC TV TOTAL AUDIENCE (Households (000) & %)						2,290 2.7											
						G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)						1,950 2.3											
SHARE OF AUDIENCE	%					8											
AVG. AUD. BY ¼ HR.	%					2.6	2.1										
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,990 4.7													
				ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)				3,910 4.6													
SHARE OF AUDIENCE	%			23													
AVG. AUD. BY ¼ HR.	%			4.6													
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,260 6.2															
		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		5,010 5.9															
SHARE OF AUDIENCE	%	13															
AVG. AUD. BY ¼ HR.	%	5.9															
NBC TV TOTAL AUDIENCE (Households (000) & %)						2,210 2.6											
						G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)						1,700 2.0											
SHARE OF AUDIENCE	%					7											
AVG. AUD. BY ¼ HR.	%					2.4	1.6										
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	51.5	42.8	34.8	29.6	25.9	22.7	19.8	17.5	15.2	13.6	11.8	10.5	9.2	8.5	7.8	7.4
	WK. 2	46.8	41.0	33.0	29.3	25.0	22.4	19.0	16.4	14.0	12.5	9.7	8.7	7.6	6.6	5.7	5.3

U.S. TV Households: 84,900,000

(1)ABC SUNDAY NIGHT MOVIE,ABC,STRIPES(R)(9:00-11:05PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.25, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.12-16, 1984

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,430 6.4				5,430 6.4									
		← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)>(OP)			← (S)(OP) →						
	AVERAGE AUDIENCE (Households (000) & %)			4,330 5.1				4,670 5.5									
	SHARE OF AUDIENCE %			24				24									
	AVG. AUD. BY ¼ HR. %			5.1	5.1			5.4	5.5								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,650 4.3				3,820 4.5						5,260 6.2		4,840 5.7	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,890 3.4				3,060 3.6						4,500 5.3		4,080 4.8	
	SHARE OF AUDIENCE %			16				16						22		20	
	AVG. AUD. BY ¼ HR. %			3.1	3.6			3.6	3.7					5.1	5.4	4.8	4.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,670 5.5				4,670 5.5						4,080 4.8		4,580 5.4	
		← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,740 4.4				3,910 4.6						3,310 3.9		3,740 4.4	
	SHARE OF AUDIENCE %			20				20						16		18	
	AVG. AUD. BY ¼ HR. %			4.4	4.5			4.6	4.6					3.6	4.1	4.3	4.5

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,840 5.7				5,690 6.7									
		← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.6				4,670 5.5									
	SHARE OF AUDIENCE %			22				21									
	AVG. AUD. BY ¼ HR. %			4.6	4.7			5.4	5.5								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,230 3.8				3,740 4.4						4,840 5.7		4,500 5.3	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2		← (S)(OP) →				$25,000 PYRAMID (M-W)(S)(OP)		PRESS YOUR LUCK (M-W)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,630 3.1				3,060 3.6						4,160 4.9		3,910 4.6	
	SHARE OF AUDIENCE %			16				15						21		20	
	AVG. AUD. BY ¼ HR. %			2.9	3.3			3.5	3.7					4.8	5.0	4.6	4.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,160 4.9				5,260 6.2						3,990 4.7		4,580 5.4	
		← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)		← (S)(OP) →				FACTS OF LIFE M-F (MTWF)(S)(OP)		SALE OF THE CENTURY (MTWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,310 3.9				4,330 5.1						3,310 3.9		3,910 4.6	
	SHARE OF AUDIENCE %			20				21						16		18	
	AVG. AUD. BY ¼ HR. %			3.8	4.2			5.1	5.1					3.7	4.1	4.4	4.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	14.4	16.7	18.2	19.8	21.1	22.1	22.3	22.6	22.5	22.9	23.3	23.4	23.9	24.5	24.1	24.2
	WK. 2	11.9	14.1	16.2	18.7	20.5	22.2	23.4	24.4	25.4	26.4	27.1	28.1	28.7	29.2	29.2	29.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.19-23, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.12-16, 1984

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	2,970 3.5		2,720 3.2		3,230 3.8		3,650 4.3		8,410 9.9				7,640 9.0			
ABC TV	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	2,460 2.9		2,380 2.8		2,630 3.1		3,060 3.6		6,370 7.5	7.0*		8.0*	5,770 6.8	6.8*		6.9*
ABC TV	SHARE OF AUDIENCE %	12		11		12		13		25	24 *		27 *	24	23 *		24 *
ABC TV	AVG. AUD. BY ¼ HR. %	2.9	2.9	2.7	2.9	3.1	3.2	3.5	3.8	6.7	7.4	8.0	8.0	6.9	6.6	6.8	7.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,880 8.1		8,410 9.9				9,170 10.8				7,900 9.3				5,600 6.6	
CBS TV	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	5,770 6.8		7,220 8.5				6,790 8.0	7.9*		8.1*	6,280 7.4	7.0*		7.7*	5,010 5.9	
CBS TV	SHARE OF AUDIENCE %	28		34				30	30 *		29 *	25	23 *		27 *	21	
CBS TV	AVG. AUD. BY ¼ HR. %	6.6	7.0	8.2	8.8			7.8	7.9	8.0	8.1	6.9	7.1	7.8	7.7	6.0	5.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		5,600 6.6		3,060 3.6		3,230 3.8		7,730 9.1				6,030 7.1			
NBC TV	Program	WHEEL OF FORTUNE >		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	5,860 6.9		4,920 5.8		2,460 2.9		2,720 3.2		6,110 7.2	7.0*		7.4*	4,580 5.4	5.5*		5.3*
NBC TV	SHARE OF AUDIENCE %	28		23		11		12		24	24 *		25 *	19	19 *		19 *
NBC TV	AVG. AUD. BY ¼ HR. %	6.7	7.0	5.8	5.8	2.9	2.9	3.1	3.3	6.8	7.2	7.4	7.4	5.6	5.4	5.4	5.2

WEEK 2 — DAY MON.-FRI. NOV.19-23, 1984

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,650 4.3		3,740 4.4		3,400 4.0		4,250 5.0		8,830 10.4				7,980 9.4			
ABC TV	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	3,060 3.6		3,230 3.8		2,800 3.3		3,480 4.1		6,620 7.8	7.3*		8.3*	6,030 7.1	7.0*		7.1*
ABC TV	SHARE OF AUDIENCE %	12		13		11		13		24	22 *		25 *	23	22 *		23 *
ABC TV	AVG. AUD. BY ¼ HR. %	3.4	3.7	3.6	3.9	3.3	3.2	3.9	4.3	6.8	7.8	8.2	8.3	7.1	6.9	7.0	7.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,370 7.5		7,730 9.1				8,490 10.0				7,470 8.8				5,520 6.5	
CBS TV	Program	PRICE IS RIGHT 1 (MTUWF) (S)(OP)		PRICE IS RIGHT 2 (MTUWF) (S)(OP)(SD)		(S)(OP)		YOUNG AND THE RESTLESS (M-W)(S)(OP)				AS THE WORLD TURNS (M-W)(S)(OP)				CAPITOL (M-W)(S)(OP)	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	5,430 6.4		6,620 7.8				6,280 7.4	7.3*		7.5*	6,030 7.1	7.0*		7.3*	4,840 5.7	
CBS TV	SHARE OF AUDIENCE %	25		30				27	28 *		27 *	24	23 *		25 *	20	
CBS TV	AVG. AUD. BY ¼ HR. %	6.2	6.6	7.6	8.0			7.2	7.4	7.4	7.5	7.0	7.0	7.4	7.3	5.8	5.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,130 8.4		5,690 6.7		3,570 4.2		3,480 4.1		7,980 9.4				6,200 7.3			
NBC TV	Program	WHEEL OF FORTUNE (MTUWF) (S)(OP)		SCRABBLE (MTUWF) (S)(OP)		SUPER PASSWORD (MTUWF)(OP)		SEARCH FOR TOMORROW		DAYS OF OUR LIVES (MTUWF)(OP)				ANOTHER WORLD (MTUWF)(OP) (SD)			
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	6,280 7.4		4,920 5.8		2,970 3.5		3,060 3.6		6,370 7.5	7.1*		7.8*	4,750 5.6	5.7*		5.6*
NBC TV	SHARE OF AUDIENCE %	29		22		13		12		24	23 *		25 *	19	19 *		19 *
NBC TV	AVG. AUD. BY ¼ HR. %	7.3	7.4	5.8	5.8	3.5	3.6	3.5	3.6	6.8	7.4	7.7	7.8	5.8	5.6	5.7	5.5

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	24.5	24.9	25.2	26.0	26.5	27.1	27.2	28.0	29.0	29.6	29.5	29.8	29.0	29.2	28.5	29.5
	WK. 2	29.5	30.0	30.0	30.7	31.1	31.5	31.1	31.5	31.9	32.5	32.8	32.6	31.0	31.3	31.1	31.7

For explanation of symbols, See page A.

U.S. TV Households: 84,900,000

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. NOV.12–16, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	9,680 11.4				2,550 3.0										11,550 13.6	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT		← (S)(OP) →								ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,560 8.9	8.7*		9.0*	2,290 2.7										9,930 11.7	
SHARE OF AUDIENCE %	29	29 *		28 *	8										20	
AVG. AUD. BY ¼ HR. %	8.5	8.9	9.0	9.1	2.7	2.6									11.8	11.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	7,810 9.2				2,720 3.2										13,410 15.8	
Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,200 7.3	7.0*		7.6*	2,290 2.7										11,800 13.9	
SHARE OF AUDIENCE %	23	23 *		24 *	8										24	
AVG. AUD. BY ¼ HR. %	6.9	7.2	7.5	7.6	2.6	2.8									13.6	14.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,080 4.8														10,950 12.9	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	2,890 3.4	3.4*		3.4*											9,510 11.2	
SHARE OF AUDIENCE %	11	11 *		11 *											20	
AVG. AUD. BY ¼ HR. %	3.5	3.3	3.3	3.5											11.0	11.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	9,590 11.3				2,460 2.9										10,610 12.5	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,220 8.5	8.3*		8.7*	2,120 2.5										9,000 10.6	
SHARE OF AUDIENCE %	26	26 *		26 *	7										20	
AVG. AUD. BY ¼ HR. %	8.2	8.4	8.6	8.8	2.6	2.4									10.5	10.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	7,560 8.9				2,890 3.4										11,970 14.1	
Program	← GUIDING LIGHT (M-W)(S)(OP)(SD) →				BODY LANGUAGE (M-W)(S)(OP)					(S)(OP)					CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,940 7.0	6.8*		7.2*	2,380 2.8										10,530 12.4	
SHARE OF AUDIENCE %	22	23 *		22 *	8										23	
AVG. AUD. BY ¼ HR. %	6.5	7.0	7.2	7.3	2.7	2.9									12.3	12.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,160 4.9														10,870 12.8	
Program	← SANTA BARBARA (MTUWF)(S)(OP) →									(S)(OP)					NBC NIGHTLY NEWS (MTUWF)(S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)	2,890 3.4	3.4*		3.4*											9,680 11.4	
SHARE OF AUDIENCE %	11	11 *		10 *											20	
AVG. AUD. BY ¼ HR. %	3.6	3.3	3.3	3.5											11.3	11.6

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	30.2	31.5	32.3	33.3	33.8	35.9	36.9	39.2	41.3	44.0	45.8	48.8	52.2	55.1	57.0	58.1
WK. 2	32.2	33.1	33.5	34.6	34.6	35.6	36.5	38.1	40.0	42.4	44.8	47.2	50.1	52.2	53.5	54.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.–FRI. NOV.19–23, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					2,970		3,650		4,410		4,840		4,920		5,520	
TOTAL AUDIENCE (%)					3.5		4.3		5.2		5.7		5.8		6.5	
Program					WOLF ROCK TV (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000))					1,950		3,060		3,910		4,250		4,160		4,580	
AVERAGE AUDIENCE (%)					2.3		3.6		4.6		5.0		4.9		5.4	
SHARE OF AUDIENCE %					14		17		18		17		17		17	
AVG. AUD. BY ¼ HR. %					2.3	2.4	3.5	3.8	4.3	5.0	5.1	4.8	4.8	5.1	5.4	5.5
CBS TV																
TOTAL AUDIENCE (Households (000))			1,610		4,250		4,750		7,220		7,220		4,410		5,600	
TOTAL AUDIENCE (%)			1.9		5.0		5.6		8.5		8.5		5.2		6.6	
Program			CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION		SATURDAY SUPERCADE	
AVERAGE AUDIENCE (Households (000))			1,190		3,400		4,160		5,940		6,030		3,910		3,310	
AVERAGE AUDIENCE (%)			1.4		4.0		4.9		7.0		7.1		4.6		3.9	3.7*
SHARE OF AUDIENCE %			11		24		24		27		25		14		13	12 *
AVG. AUD. BY ¼ HR. %			1.3	1.5	3.6	4.5	4.6	5.3	6.6	7.5	7.2	7.1	4.7	4.5	3.7	3.7
NBC TV																
TOTAL AUDIENCE (Households (000))					3,820		4,750		6,880		8,320		10,020		9,680	
TOTAL AUDIENCE (%)					4.5		5.6		8.1		9.8		11.8		11.4	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					3,230		4,080		5,520		7,220		8,740		8,410	
AVERAGE AUDIENCE (%)					3.8		4.8		6.5		8.5		10.3		9.9	
SHARE OF AUDIENCE %					23		23		25		30		35		32	
AVG. AUD. BY ¼ HR. %					3.6	3.9	4.4	5.1	6.1	6.9	8.2	8.7	10.1	10.5	9.9	9.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					2,210		3,820		3,740		4,080		4,330		5,690	
TOTAL AUDIENCE (%)					2.6		4.5		4.4		4.8		5.1		6.7	
Program					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000))					1,700		3,060		3,230		3,400		3,740		4,670	
AVERAGE AUDIENCE (%)					2.0		3.6		3.8		4.0		4.4		5.5	
SHARE OF AUDIENCE %					15		19		16		15		16		20	
AVG. AUD. BY ¼ HR. %					1.9	2.2	3.1	4.0	3.7	3.9	3.9	4.1	4.2	4.6	5.3	5.7
CBS TV																
TOTAL AUDIENCE (Households (000))			1,270		2,800		4,670		6,620		5,520		4,330		4,160	
TOTAL AUDIENCE (%)			1.5		3.3		5.5		7.8		6.5		5.1		4.9	
Program			CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION		SATURDAY SUPERCADE	
AVERAGE AUDIENCE (Households (000))			930		1,950		3,570		5,520		4,750		3,740		2,460	
AVERAGE AUDIENCE (%)			1.1		2.3		4.2		6.5		5.6		4.4		2.9	2.6*
SHARE OF AUDIENCE %			13		18		22		28		21		16		10	9 *
AVG. AUD. BY ¼ HR. %			1.0	1.1	2.0	2.7	3.7	4.8	6.4	6.5	5.5	5.6	4.5	4.4	2.7	2.5
NBC TV																
TOTAL AUDIENCE (Households (000))					3,480		4,250		6,110		9,000		9,930		8,570	
TOTAL AUDIENCE (%)					4.1		5.0		7.2		10.6		11.7		10.1	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					2,720		3,570		5,090		7,900		8,570		7,470	
AVERAGE AUDIENCE (%)					3.2		4.2		6.0		9.3		10.1		8.8	
SHARE OF AUDIENCE %					24		22		26		35		37		32	
AVG. AUD. BY ¼ HR. %					2.7	3.7	3.8	4.6	5.5	6.5	9.0	9.5	10.1	10.2	9.1	8.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	9.3	11.3	12.9	14.8	16.5	18.5	20.3	23.2	25.6	27.9	29.4	29.2	29.4	30.7	31.4	31.3
WK. 2	6.4	7.6	9.1	10.9	13.4	15.5	18.5	21.4	23.5	25.1	26.8	27.8	27.8	29.0	28.4	29.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 17, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	5,090		5,180		5,350		5,520									
TOTAL AUDIENCE (%)	6.0		6.1		6.3		6.5									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS SOUP FOR PRESIDENT(R)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000))	4,410		4,330		4,250		2,970									
AVERAGE AUDIENCE (%)	5.2		5.1		5.0		3.5	3.4*		3.7*						
SHARE OF AUDIENCE %	17		16		15		11	10 *		11 *						
AVG. AUD. BY ¼ HR. %	5.2	5.1	4.8	5.4	4.6	5.3	3.3	3.4	3.6	3.7						
CBS TV																
TOTAL AUDIENCE (Households (000))			3,990		13,580											
TOTAL AUDIENCE (%)			4.7		16.0											
Program	SATURDAY SUPERCADE		PRYOR'S PLACE (SD)		← CBS COLLEGE FOOTBALL MICHIGAN VS OHIO STATE (12:07-3:19PM)(SD) →											
AVERAGE AUDIENCE (Households (000))			3,310		5,430											
AVERAGE AUDIENCE (%)		4.1*	3.9		6.4	4.7*		5.4*		6.0*		6.1*		7.4*		7.9*
SHARE OF AUDIENCE %		13 *	12		19	14 *		17 *		18 *		17 *		21 *		22 *
AVG. AUD. BY ¼ HR. %	4.2	4.1	4.0	3.8	4.4	4.8	5.3	5.5	5.7	6.2	5.8	6.3	7.4	7.5	7.6	8.1
NBC TV																
TOTAL AUDIENCE (Households (000))	7,810		7,220		5,350		4,410									
TOTAL AUDIENCE (%)	9.2		8.5		6.3		5.2									
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		GOING BANANAS									
AVERAGE AUDIENCE (Households (000))	6,790		6,200		4,670		3,570									
AVERAGE AUDIENCE (%)	8.0		7.3		5.5		4.2									
SHARE OF AUDIENCE %	26		23		17		13									
AVG. AUD. BY ¼ HR. %	8.2	7.7	7.3	7.4	5.7	5.4	4.2	4.1								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	6,200		5,860		4,160		5,520									
TOTAL AUDIENCE (%)	7.3		6.9		4.9		6.5									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS SOUP FOR PRESIDENT(R)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000))	5,090		5,180		3,570		2,970									
AVERAGE AUDIENCE (%)	6.0		6.1		4.2		3.5	3.2*		3.9*						
SHARE OF AUDIENCE %	21		20		13		11	10 *		12 *						
AVG. AUD. BY ¼ HR. %	6.1	5.8	6.0	6.2	4.2	4.2	3.1	3.2	4.0	3.7						
CBS TV																
TOTAL AUDIENCE (Households (000))			4,330		3,480		4,330		9,590							
TOTAL AUDIENCE (%)			5.1		4.1		5.1		11.3							
Program	SATURDAY SUPERCADE		PRYOR'S PLACE		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2(B)		← CBS NCAA BASKETBALL-SAT LOUISVILLE VS INDIANA (1:00-3:30PM) →							
AVERAGE AUDIENCE (Households (000))			3,400		2,550		3,400		3,400							
AVERAGE AUDIENCE (%)		3.2*	4.0		3.0		4.0		4.0	4.0*		4.2*		3.6*		4.3*
SHARE OF AUDIENCE %		11 *	14		10		13		12	13 *		13 *		11 *		14 *
AVG. AUD. BY ¼ HR. %	3.2	3.3	3.8	4.1	2.8	3.2	4.0	4.1	4.1	3.9	4.0	4.3	3.4	3.8	4.2	4.3
NBC TV																
TOTAL AUDIENCE (Households (000))	7,560		6,710		5,260		2,800		6,620						5,690	
TOTAL AUDIENCE (%)	8.9		7.9		6.2		3.3		7.8						6.7	
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		GOING BANANAS		← PBA FALL TOUR (1:00-2:30PM) (+OP) →						SPORTSWORLD-SAT. (2:30-3:30PM) (OP)	
AVERAGE AUDIENCE (Households (000))	6,030		5,600		4,330		2,380		3,230						3,650	
AVERAGE AUDIENCE (%)	7.1		6.6		5.1		2.8		3.8	3.2*		3.5*		4.3*	4.3	4.0*
SHARE OF AUDIENCE %	25		22		16		9		11	10 *		10 *		13 *	13	12 *
AVG. AUD. BY ¼ HR. %	7.3	6.8	6.5	6.7	5.2	5.0	2.8	2.8	3.3	3.2	3.3	3.7	4.4	4.3	4.3	3.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	31.1	31.1	30.7	31.5	32.5	33.2	32.9	33.1	33.6	34.5	35.1	36.2	36.1	36.1	36.9	37.5
WK. 2	28.8	29.1	29.4	30.2	31.5	32.3	31.9	32.6	33.3	33.8	33.8	34.9	34.3	33.6	33.4	33.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. NOV. 24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.17, 1984

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			18,930 22.3													
	Program			← CFA COLLEGE FOOTBALL GAME → OKLAHOMA VS NEBRASKA TEXAS VS T.C.U. (3:44-6:48PM)(OP)													
	AVERAGE AUDIENCE (Households (000) & %)			8,240 9.7	7.3*		9.3*		9.8*		8.9*		9.9*		11.2*		10.7*
	SHARE OF AUDIENCE %			22	19 *		23 *		24 *		21 *		22 *		23 *		21 *
	AVG. AUD. BY ¼ HR. %			6.7	7.4	9.2	9.4	9.5	9.9	8.9	8.9	9.7	10.1	11.0	11.4	10.7	1.4
	CBS TV TOTAL AUDIENCE (Households (000) & %)	(1) (OP)		15,620 18.4													
	Program			← CBS COLLEGE FOOTBALL GM 2 → USC VS UCLA (3:41-7:02PM)													
	AVERAGE AUDIENCE (Households (000) & %)		7.7*	5,350 6.3	7.0*		6.6*		6.5*		6.4*		5.9*		5.3*		6.2*
	SHARE OF AUDIENCE %		21 *	14	18 *		16 *		16 *		15 *		13 *		11 *		12 *
	AVG. AUD. BY ¼ HR. %	7.7	7.5	6.8	7.0	6.7	6.5	6.7	6.2	6.7	6.2	5.7	6.1	5.5	5.1	5.7	6.8
	NBC TV TOTAL AUDIENCE (Households (000) & %)	5,770 6.8						10,270 12.1								12,480 14.7	
	Program	← PBA FALL TOUR →						← SPORTSWORLD-SAT. →								NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	3,060 3.6	2.5*		4.1*		4.2*	4,580 5.4	4.0*		5.7*		6.5*			10,360 12.2	
	SHARE OF AUDIENCE %	9	7 *		11 *		10 *	13	10 *		13 *		14 *			23	
	AVG. AUD. BY ¼ HR. %	2.1	2.9	3.9	4.2	4.3	4.0	3.7	4.3	5.7	5.8	6.6	6.4			12.1	12.3
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)	2,800 3.3		16,560 19.5													
	Program	SPORTSBEAT		← CFA COLLEGE FOOTBALL GAME → OKLAHOMA VS OKLAHOMA STATE (3:44-6:53PM)(OP)(SD)													
	AVERAGE AUDIENCE (Households (000) & %)	2,120 2.5		6,540 7.7	5.8*		6.8*		7.2*		7.6*		8.3*		9.1*		8.3*
	SHARE OF AUDIENCE %	7		18	17 *		18 *		18 *		18 *		18 *		18 *		16 *
	AVG. AUD. BY ¼ HR. %	2.5	2.5	5.7	5.8	6.6	7.0	7.1	7.4	7.6	7.6	8.2	8.5	9.0	9.2	8.6	7.7
	CBS TV TOTAL AUDIENCE (Households (000) & %)		(2)	18,680 22.0													
	Program			← CBS COLLEGE FOOTBALL → NOTRE DAME VS U.S.C. (3:37-6:55PM)(SD)													
	AVERAGE AUDIENCE (Households (000) & %)		4.0*	6,710 7.9	6.5*		7.0*		7.5*		7.3*		8.1*		9.5*		9.7*
	SHARE OF AUDIENCE %		13 *	18	19 *		19 *		19 *		18 *		18 *		19 *		19 *
	AVG. AUD. BY ¼ HR. %	4.1	3.9	6.0	6.7	6.7	7.2	7.7	7.3	7.7	7.0	7.9	8.3	9.6	9.3	9.8	9.6
	NBC TV TOTAL AUDIENCE (Households (000) & %)			10,610 12.5												10,700 12.6	
	Program	SPORTSWORLD-SAT. (2:30-3:30PM)(OP)		← SKINS GAME-SAT. (3:30-6:03PM) →												NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)		4.5*	4,580 5.4	4.5*		4.6*		4.7*		5.6*		7.1*			9,170 10.8	
	SHARE OF AUDIENCE %		14 *	13	13 *		12 *		12 *		13 *		15 *			20	
	AVG. AUD. BY ¼ HR. %	4.5	4.4	4.5	4.6	4.6	4.7	4.6	4.8	5.5	5.7	6.6	7.7	9.1		10.6	11.0
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	36.7	37.8	38.8	39.5	40.2	41.1	41.9	42.6	44.4	46.2	47.2	49.2	52.0	53.9	54.8	54.6
	WK. 2	33.5	33.7	34.7	35.8	37.0	38.9	40.3	41.2	42.2	43.4	46.2	48.7	51.1	52.9	53.6	53.1

U.S. TV Households: 84,900,000

(1)CBS COLLEGE FOOTBALL,CBS,MICHIGAN VS OHIO STATE,(12:07-3:19PM)

(2)CBS NCAA BASKETBALL-SAT,LOUISVILLE VS INDIANA,CBS,(1:00-3:30PM)

For explanation of symbols, See page A.

DAY SAT. NOV.24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.18, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,220 8.5						3,480 4.1	
Program	CAPTAIN KANGAROO-SUN (SUS)								← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,990 4.7	3.8*		5.2*		5.2*	2,890 3.4	
SHARE OF AUDIENCE %									20	18 *		22 *		20 *	10	
AVG. AUD. BY ¼ HR. %									3.3	4.3	5.1	5.2	5.1	5.4	3.6	3.1
NBC TV TOTAL AUDIENCE (Households (000) & %)																
Program					← RELIGIOUS SERIES (SUS) →											
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									6,110 7.2						2,720 3.2	
Program	CAPTAIN KANGAROO-SUN (SUS)						FOR OUR TIMES (SUS)		← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,230 3.8	3.5*		3.6*		4.2*	2,040 2.4	
SHARE OF AUDIENCE %									17	18 *		15 *		16 *	7	
AVG. AUD. BY ¼ HR. %									3.3	3.8	3.5	3.7	4.0	4.3	2.7	2.2
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	6.1	7.3	8.6	10.0	12.3	14.5	16.2	18.6	20.6	22.4	24.2	25.4	26.5	29.0	30.4	31.2
	WK. 2	5.4	5.9	6.9	8.0	10.4	12.6	15.4	18.0	19.9	22.2	23.7	24.6	26.3	27.7	29.3	29.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.25, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 18, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))			5,940													
TOTAL AUDIENCE (%)			7.0													
Program			←— THIS WEEK-DAVID BRINKLEY —→													
AVERAGE AUDIENCE (Households (000))			3,480													
AVERAGE AUDIENCE (%)			4.1	3.8*		4.3*										
SHARE OF AUDIENCE %			12	12 *		12 *										
AVG. AUD. BY ¼ HR. %			3.7	3.9	4.0	4.5										
CBS TV TOTAL AUDIENCE (Households (000))							7,130		27,850							
TOTAL AUDIENCE (%)							8.4		32.8							
Program							CBS NFL TODAY		←— CBS NFL FOOTBALL GAME 1 —— VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))							5,690		15,370							
AVERAGE AUDIENCE (%)							6.7		18.1	13.7*		16.7*		18.3*		18.9*
SHARE OF AUDIENCE %							19		42	35 *		40 *		42 *		42 *
AVG. AUD. BY ¼ HR. %							6.2	7.2	12.8	14.6	16.0	17.2	18.1	18.2	18.5	19.4
NBC TV TOTAL AUDIENCE (Households (000))					3,480		4,500		16,220							
TOTAL AUDIENCE (%)					4.1		5.3		19.1							
Program					MEET THE PRESS		NFL '84-NBC		←— NFL FOOTBALL GAME 1-NBC —— VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))					2,720		3,570		6,960							
AVERAGE AUDIENCE (%)					3.2		4.2		8.2	7.1*		7.9*		8.6*		8.7*
SHARE OF AUDIENCE %					10		12		19	18 *		19 *		20 *		20 *
AVG. AUD. BY ¼ HR. %					3.1	3.2	3.7	4.7	6.5	7.7	7.8	8.1	8.4	8.8	8.9	8.4

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))			5,180													
TOTAL AUDIENCE (%)			6.1													
Program			←— THIS WEEK-DAVID BRINKLEY —→													
AVERAGE AUDIENCE (Households (000))			3,230													
AVERAGE AUDIENCE (%)			3.8	3.8*		3.7*										
SHARE OF AUDIENCE %			11	12 *		11 *										
AVG. AUD. BY ¼ HR. %			3.7	3.9	3.6	3.8										
CBS TV TOTAL AUDIENCE (Households (000))							6,540		25,550							
TOTAL AUDIENCE (%)							7.7		30.1							
Program							CBS NFL TODAY		←— CBS NFL FOOTBALL GAME 1 —— VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))							5,010		11,120							
AVERAGE AUDIENCE (%)							5.9		13.1	10.0*		12.3*		13.0*		13.7*
SHARE OF AUDIENCE %							18		32	27 *		31 *		32 *		34 *
AVG. AUD. BY ¼ HR. %							5.5	6.3	8.8	11.2	11.6	12.9	13.3	12.8	13.4	13.9
NBC TV TOTAL AUDIENCE (Households (000))					3,400		7,220		24,790							
TOTAL AUDIENCE (%)					4.0		8.5		29.2							
Program					MEET THE PRESS		NFL '84-NBC		←— NFL FOOTBALL GAME 1-NBC —— VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))					2,380		5,350		12,230							
AVERAGE AUDIENCE (%)					2.8		6.3		14.4	11.5*		13.5*		14.3*		14.0*
SHARE OF AUDIENCE %					9		18		35	32 *		35 *		35 *		34 *
AVG. AUD. BY ¼ HR. %					2.8	2.9	5.7	6.8	10.8	12.2	13.1	13.8	14.1	14.5	13.4	14.6

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	31.7	32.1	32.8	33.3	34.3	35.5	36.3	38.1	39.9	41.2	42.1	43.3	43.9	44.8	45.6	45.6
WK. 2	30.5	31.2	31.8	32.9	33.4	34.9	35.5	36.2	37.6	39.0	40.2	40.6	41.4	41.6	41.7	42.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 25. 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.18, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															7,730 9.1	
ABC TV program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															6,540 7.7	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															7.6	7.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,770 17.4								8,740 10.3			
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)					CBS NFL FOOTBALL POST MULTI-SEGMENT TELECAST(OP)							CBS EVENING NEWS-DEAN			
AVERAGE AUDIENCE (Households (000) & %)		19.8*		21.3*	11,550 13.6								7,050 8.3			
SHARE OF AUDIENCE %		44 *		47 *	29								14			
AVG. AUD. BY ¼ HR. %	19.7	20.1	21.0	20.5	15.0	8.8	<<						7.5	9.1		
NBC TV TOTAL AUDIENCE (Households (000) & %)						29,120 34.3										
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)						NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)									
AVERAGE AUDIENCE (Households (000) & %)		8.5*		8.2*	8.1*	15,370 18.1		16.2*		17.5*		18.3*		18.4*		18.7*
SHARE OF AUDIENCE %		19 *		18 *	17 *	33		34 *		35 *		35 *		33 *		31 *
AVG. AUD. BY ¼ HR. %	8.6	8.4	8.3	8.2	7.6	13.5	15.7	16.7	17.1	18.1	18.4	18.2	18.5	18.2	18.3	19.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															10,100 11.9	
ABC TV program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															8,150 9.6	
SHARE OF AUDIENCE %															16	
AVG. AUD. BY ¼ HR. %															9.1	10.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					21,390 25.2											
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MUTI-SEGMENT TELECAST (-OP)					CBS NFL FOOTBALL GAME 2 SAN FRANCISCO VS NEW ORLEANS CHICAGO VS MINNESOTA MULTI-SEGMENT TELECAST(OP)										
AVERAGE AUDIENCE (Households (000) & %)		14.1*		14.1*	9,760 11.5	6.3*		12.3*		12.8*		13.2*		12.5*		10.9*
SHARE OF AUDIENCE %		34 *		33 *	22	14 *		27 *		26 *		25 *		22 *		18 *
AVG. AUD. BY ¼ HR. %	14.0	14.1	13.7	14.8	2.9	8.3	12.2	12.3	12.8	12.8	13.1	13.2	13.2	11.9	11.3	10.6
NBC TV TOTAL AUDIENCE (Households (000) & %)						11,630 13.7									7,390 8.7	
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)						SKINS GAME-SUN. (MULTI-SEGMENT TELECAST) (OP)								NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		15.5*		16.4*	16.7*	6,370 7.5		7.2*		7.6*		8.0*	3.9*		6,200 7.3	
SHARE OF AUDIENCE %		37 *		38 *	37 *	15		16 *		16 *		15 *	7 *		12	
AVG. AUD. BY ¼ HR. %	15.3	15.7	16.5	16.7	16.6	6.3	7.1	7.3	7.7	7.4	7.9	8.0	3.8	2.1	7.3	7.3

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	46.3	46.2	47.0	47.0	46.8	47.8	48.1	49.8	51.0	52.5	53.7	55.5	57.7	59.3	60.3	61.8
	WK. 2	42.4	42.8	43.4	45.6	47.3	47.0	47.6	48.3	49.8	51.5	53.8	55.7	58.0	60.2	61.7	62.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.25, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	10,610	12.5	10,610	12.5	19	12.5		8,910	10.5	8,910	10.5	16	10.5	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.35AM	→GRID	32,350	38.1	16,470	19.4	33									
	2	9.00-12.22AM	→GRID								26,830	31.6	12,820	15.1	25		
			11.00						19.7							15.0	
			11.15				19.7*	36*	19.8					14.7*	26*	14.3	
			11.30						19.1							15.3	
			11.45				18.5*	41*	17.9					14.7*	33*	14.2	
			12.00						17.9							12.9	
			12.15				17.8*	46*	17.8					12.3*	33*	11.0	
			12.30						12.6								
ABC ABC BUSINESS BRIEF-MON	1	10.43-10.44PM	10.30	15,200	17.9	15,200	17.9	27	17.9								
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,420	11.1	9,420	11.1	17	11.1		13,750	16.2	13,750	16.2	25	16.2	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	17,910	21.1	17,910	21.1	32	21.1		18,080	21.3	18,080	21.3	34	21.3	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	17,830	21.0	17,830	21.0	31	21.0		19,780	23.3	19,780	23.3	36	23.3	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	9.01- 9.02PM	9.00	8,410	9.9	8,410	9.9	15	9.9								
	2	9.58- 9.59PM	9.45								9,080	10.7	9,080	10.7	19	10.7	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30								13,920	16.4	13,920	16.4	28	16.4	
	1	8.45- 8.46PM	8.45	15,110	17.8	15,110	17.8	29	17.8								
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,980	9.4	7,980	9.4	15	9.4		9,420	11.1	9,420	11.1	19	11.1	
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	9,850	11.6	9,850	11.6	19	11.6		11,550	13.6	11,550	13.6	23	13.6	
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	12,310	14.5	12,310	14.5	25	14.5								
	2	10.08-10.09PM	10.00								15,030	17.7	15,030	17.7	32	17.7	
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	10,270	12.1	10,270	12.1	20	12.1								
	2	8.57- 8.59PM	8.45								10,020	11.8	9,420	11.1	19	11.1	
CBS NEWSBREAK-SAT.	1	9.56- 9.57PM	9.45	9,250	10.9	9,250	10.9	19	10.9								
	2	9.58- 9.59PM	9.45								9,080	10.7	9,080	10.7	19	10.7	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,210	13.2	11,210	13.2	22	13.2		8,570	10.1	8,570	10.1	17	10.1	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								7,560	8.9	7,560	8.9	16	8.9	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.31- 8.32PM	8.30	12,140	14.3	12,140	14.3	20	14.3								
	2	9.08- 9.09PM	9.00								21,230	25.0	21,230	25.0	36	25.0	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	14,350	16.9	14,350	16.9	25	16.9								
	2	9.58- 9.59PM	9.45								18,170	21.4	18,170	21.4	32	21.4	
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	12,310	14.5	12,310	14.5	20	14.5		14,690	17.3	14,690	17.3	25	17.3	
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	8,830	10.4	8,830	10.4	15	10.4		11,460	13.5	11,460	13.5	20	13.5	
NBC NFL FOOTBALL GAME 2-NBC	1	4.27- 7.26PM	→GRID	29,120	34.3	15,370	18.1	33									
			7.30						<<								
NBC NFL FOOTBALL POST 2-NBC	1	7.23- 7.30PM	7.15	11,550	13.6	9,930	11.7	18	11.7								
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	16,640	19.6	16,640	19.6	28	19.6								
	2	9.17- 9.18PM	9.15								10,950	12.9	10,950	12.9	19	12.9	
NBC NBC NEWS DIGEST-2-SUN.	1	9.57- 9.58PM	9.45	21,480	25.3	21,480	25.3	37	25.3								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	5,940	7.0	4,670	5.5	16	6.1	TU-F	5,770	6.8	4,840	5.7	16	6.4	TU-F
			11.45						4.8	TU-F						4.9	TU-F
ABC ABC ROCKS		12.00-12.32AM	12.00	2,210	2.6	1,530	1.8	6	2.1	FRI.	2,210	2.6	1,700	2.0	6	2.1	FRI.
			12.15						1.6	FRI.						1.9	FRI.
			12.30						1.7	FRI.						1.8	FRI.
ABC EYE ON HOLLYWOOD		>	12.00	1,700	2.0	1,440	1.7	7	1.8	TU-TH	1,780	2.1	1,440	1.7	6	1.8	TU-TH
			12.15						1.6	TU-TH						1.6	TU-TH

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
			12.30						1.5	THU.						1.4	TU&TH
ABC ABC NEWS:NIGHTLINE-MON	2	12.52- 1.22AM	12.45								3,310	3.9	2,550	3.0	16	3.5	MON.
	1	1.05- 1.35AM	1.00	3,990	4.7	3,230	3.8	22	4.4	MON.						3.0	MON.
			1.15						3.6	MON.						2.4	MON.
			1.30						3.1	MON.							
CBS AMERICAN PORTRAIT	2	>	8.15								13,580	16.0	12,900	15.2	24	14.4	MTUTH
	1	8.58- 8.59PM	8.45	17,230	20.3	17,230	20.3	30	20.3	TU&TH						16.3	M & TH
CBS NEWSBREAK-M-F		>	9.45	15,030	17.7	14,600	17.2	26	17.6	M-F	11,120	13.1	11,120	13.1	21	13.1	M-F
CBS LATE MOVIE I		>	11.30	6,790	8.0	4,330	5.1	17	5.8	M-F	6,960	8.2	4,330	5.1	16	5.8	M-F
			11.45				5.5*	16*	5.2	M-F				5.6*	15*	5.4	M-F
			12.00						4.9	M-F						4.9	M-F
			12.15				4.7*	17*	4.6	M-F				4.8*	16*	4.6	M-F
			12.30				4.6*	21*	4.7	M-F				4.6*	19*	4.6	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,650	4.3	2,890	3.4	18	3.7	M-F	3,820	4.5	3,060	3.6	18	3.9	M-F
			12.45				3.5*	17*	3.4	M-F				3.7*	17*	3.6	M-F
			1.00						3.2	M-F						3.4	M-F
			1.15				3.2*	19*	3.1	M-F				3.4*	19*	3.3	M-F
			1.30						3.3	TUE.							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,190	1.4	1,020	1.2	13	1.3	M-THSU	1,360	1.6	1,100	1.3	13	1.4	M-THSU
			2.15						1.2	M-THSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,210	2.6	850	1.0	20		M-THSU	2,290	2.7	930	1.1	20		M-THSU
			2.30						1.4	M-THSU						1.4	M-THSU
			2.45				1.4*	19*	1.4	M-THSU				1.3*	17*	1.3	M-THSU
			3.00						1.4	M-THSU						1.3	M-THSU
			3.15				1.3*	22*	1.3	M-THSU				1.2*	18*	1.2	M-THSU

CONT'D

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.30						1.1	M-THSU						1.1	M-THSU
			3.45				1.0*	19*	1.0	M-THSU				1.1*	20*	1.1	M-THSU
			4.00						.9	M-THSU						1.1	M-THSU
			4.15				.9*	20*	.9	M-THSU				1.1*	23*	1.1	M-THSU
			4.30						.9	M-THSU						1.0	M-THSU
			4.45				.9*	23*	.8	M-THSU				1.0*	23*	1.0	M-THSU
			5.30						1.0	M-THSU						1.0	M-THSU
			5.45				1.0*	23*	1.0	M-THSU				1.0*	23*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,800	13.9	11,800	13.9	21	13.9	M-F	11,970	14.1	11,970	14.1	23	14.1	M-F
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,360	12.2	10,360	12.2	19	12.2	MWF							
	2	9.58- 9.59PM	9.45								11,210	13.2	11,210	13.2	22	13.2	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,000	10.6	5,520	6.5	21	7.5	M-F	10,440	12.3	6,790	8.0	24	8.9	M-F
			11.45				7.1*	20*	6.8	M-F				8.6*	23*	8.2	M-F
			12.00						6.3	M-F						8.0	M-F
			12.15				5.8*	21*	5.3	M-F				7.4*	25*	6.9	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,740	4.4	3,230	3.8	19	4.0	M-TH	4,330	5.1	3,650	4.3	19	4.5	M-TH
			12.45						3.7	M-TH						4.1	M-TH
NBC DAVID LETTERMAN-SPECIAL(S)	2	12.30- 2.00AM	12.30								6,540	7.7	3,480	4.1	20	5.8	FRI.
			12.45											5.2*	21*	4.6	FRI.
			1.00													4.2	FRI.
			1.15											4.0*	20*	3.9	FRI.
			1.30													3.3	FRI.
			1.45											3.1*	19*	2.9	FRI.
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	5,090	6.0	2,720	3.2	16	3.8	FRI.							
			12.45				3.7*	15*	3.5	FRI.							
			1.00						3.3	FRI.							
			1.15				3.3*	16*	3.3	FRI.							
			1.30						2.9	FRI.							
			1.45				2.6*	16*	2.4	FRI.							
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,970	3.5	2,460	2.9	18	3.1	M-TH	3,400	4.0	2,970	3.5	20	3.7	M-TH
			1.15						2.6	M-TH						3.3	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,440	1.7	1,360	1.6	17	1.6	M-F	1,190	1.4	1,190	1.4	18	1.4	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,380	2.8	2,210	2.6	18	2.6	M-F	2,120	2.5	1,870	2.2	18	2.2	M-F
ABC GOOD MORN AMER-MON-830(B)	1	8.30- 8.49AM	8.30	3,910	4.6	3,480	4.1	16	4.2	MON.							
			8.45						3.8	MON.							
ABC CHALLENGE IN SPACE-RETRIV(S)	1	9.24- 9.49AM	9.15	4,410	5.2	3,740	4.4	19	4.1	MON.							
			9.30						4.5	MON.							
			9.45						4.4	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,450	7.6	6,450	7.6	26	7.6	M-F	6,280	7.4	6,280	7.4	23	7.4	M-F
ABC ABC AFTERSCHOOL SPEC(S)	1	4.30- 5.30PM	4.30	8,410	9.9	5,770	6.8	18	6.1	WED.							
			4.45				6.2*	17*	6.3	WED.							
			5.00						7.3	WED.							
			5.15				7.4*	18*	7.5	WED.							
CBS CBS EARLY MORNING NEWS CONT'D		6.30- 7.00AM	6.30	1,700	2.0	1,270	1.5	15	1.4	M-F	1,530	1.8	1,190	1.4	16	1.2	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS EARLY MORNING NEWS-CONT'D																	
			6.45						1.7	M-F						1.6	M-F
CBS THANKSGIVING DAY PARADE(S)	2	9.00-12.00NN	9.00								22,670	26.7	8,910	10.5	26	6.5	THU.
			9.15											7.0*	20*	7.4	THU.
			9.30													8.2	THU.
			9.45											8.5*	22*	8.9	THU.
			10.00													11.7	THU.
			10.15											12.0*	29*	12.3	THU.
			10.30													12.2	THU.
			10.45											12.1*	28*	12.0	THU.
			11.00													12.5	THU.
			11.15											12.2*	28*	11.8	THU.
			11.30													11.6	THU.
			11.45											11.4*	26*	11.2	THU.
CBS KENNER FAMILY CLASSICS-FR(S)	2	10.00-11.00AM	10.00								5,940	7.0	3,570	4.2	14	3.6	FRI.
			10.15											3.8*	13*	3.9	FRI.
			10.30													4.7	FRI.
			10.45											4.6*	15*	4.5	FRI.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,370	7.5	6,200	7.3	29	7.3	M-F	6,710	7.9	6,540	7.7	25	7.7	M-F
CBS CBS NFL FTBL PRE-THU.(S)	2	12.00-12.30PM	12.00								12,570	14.8	10,270	12.1	28	11.8	THU.
			12.15													12.5	THU.
CBS CBS NFL FTBL GAME-THU.(S)	2	12.30- 3.39PM	12.30								28,100	33.1	15,710	18.5	46	16.3	THU.
			12.45											16.8*	39*	17.3	THU.
			1.00													17.6	THU.
			1.15											17.6*	42*	17.6	THU.
			1.30													18.1	THU.
			1.45											18.4*	45*	18.6	THU.
			2.00													17.8	THU.
			2.15											18.2*	46*	18.7	THU.
			2.30													19.2	THU.
			2.45											19.5*	49*	19.8	THU.
			3.00													20.5	THU.
			3.15											20.5*	53*	20.5	THU.
			3.30											19.4*	51*	19.4	THU.
CBS LIKE MOM, LIKE ME(S)	2	12.30- 2.30PM	12.30								8,660	10.2	4,160	4.9	14	4.4	FRI.
			12.45											4.3*	13*	4.3	FRI.
			1.00													5.2	FRI.
			1.15											5.2*	15*	5.3	FRI.
			1.30													5.3	FRI.
			1.45											5.1*	14*	4.8	FRI.
			2.00													4.7	FRI.
			2.15											4.8*	14*	4.8	FRI.
CBS CBS COLLEGE FOOTBALL-FRI(S)	2	2.37- 6.23PM	2.30								19,530	23.0	8,320	9.8	26	6.0	FRI.
			2.45											6.7*	21*	7.1	FRI.
			3.00													7.9	FRI.
			3.15											8.0*	25*	8.0	FRI.
			3.30													8.4	FRI.
			3.45											8.7*	26*	9.0	FRI.

CONT'D

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS COLLEGE FOOTBALL-FRI(S)-CONT'D			4.00													10.3	FRI.
			4.15											9.7*	27*	9.2	FRI.
			4.30													9.1	FRI.
			4.45											9.5*	25*	9.8	FRI.
			5.00													10.8	FRI.
			5.15											10.8*	27*	10.9	FRI.
			5.30													11.5	FRI.
			5.45											11.8*	27*	12.2	FRI.
			6.00													13.2	FRI.
			6.15											13.4*	28*	13.7	FRI.
CBS CBS COLLEGE FTBL PRE-FRI(S)	2	2.30- 2.37PM	2.30								6,960	8.2	5,090	6.0	19	6.0	FRI.
CBS CBS NFL FTBL POST-THU.(S)	2	3.39- 4.00PM	3.30								14,090	16.6	12,650	14.9	40	16.0	THU.
			3.45													14.4	THU.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,770	6.8	5,520	6.5	20	6.5	M-F	5,350	6.3	5,090	6.0	18	6.0	M-W
CBS KENNER FAMILY CLASSICS-TH(S)	2	4.00- 5.00PM	4.00								5,090	6.0	3,060	3.6	10	4.1	THU.
			4.15											3.9*	11*	3.6	THU.
			4.30													3.2	THU.
			4.45											3.3*	9*	3.3	THU.
CBS CBS COLLEGE FTBL POST-FRI(S)	2	6.23- 6.29PM	6.15								12,060	14.2	10,780	12.7	26	12.7	FRI.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,290	2.7	1,700	2.0	16	1.6	M-F	1,950	2.3	1,360	1.6	16	1.3	M-F
			6.45						2.3	M-F						2.0	M-F
NBC MACYS THANKSGIVING PARADE(S)	2	9.00-12.00NN	9.00								27,000	31.8	13,240	15.6	36	10.6	THU.
			9.15											11.5*	32*	12.4	THU.
			9.30													13.9	THU.
			9.45											14.3*	35*	14.6	THU.
			10.00													15.3	THU.
			10.15											15.6*	35*	15.9	THU.
			10.30													16.6	THU.
			10.45											17.0*	38*	17.4	THU.
			11.00													17.3	THU.
			11.15											17.5*	37*	17.7	THU.
			11.30													17.9	THU.
			11.45											17.6*	37*	17.2	THU.
NBC SUPER PASSWORD(B)	2	12.00-12.30PM	12.00								5,010	5.9	4,250	5.0	11	5.2	THU.
			12.15													4.8	THU.
NBC DAYS OF OUR LIVES(B)	2	1.00- 2.00PM	1.00								5,600	6.6	4,080	4.8	12	4.5	THU.
			1.15											4.5*	11*	4.6	THU.
			1.30													5.0	THU.
			1.45											5.0*	12*	5.0	THU.
NBC ANOTHER WORLD(B)	2	2.00- 3.00PM	2.00								4,080	4.8	3,060	3.6	9	3.7	THU.
			2.15											3.7*	9*	3.7	THU.
			2.30													3.6	THU.
			2.45											3.5*	9*	3.5	THU.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,820	4.5	3,820	4.5	16	4.5	MWF	3,990	4.7	3,990	4.7	15	4.7	MWF
NBC NFL '84 NBC-THU(S)	2	3.30- 4.00PM	3.30								6,540	7.7	4,580	5.4	14	4.2	THU.
			3.45													6.7	THU.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC NFL FTBL GAME NBC-THU(S)	2	4.00- 7.35PM	4.00								28,190	33.2	16,130	19.0	46	15.9	THU.
			4.15											16.9*	46*	18.0	THU.
			4.30													18.8	THU.
			4.45											18.9*	50*	19.0	THU.
			5.00													19.4	THU.
			5.15											19.2*	50*	19.1	THU.
			5.30													19.6	THU.
			5.45											19.2*	48*	18.8	THU.
			6.00													18.7	THU.
			6.15											18.7*	44*	18.8	THU.
			6.30													19.0	THU.
			6.45											19.2*	44*	19.4	THU.
			7.00													20.1	THU.
			7.15											20.5*	45*	21.0	THU.
			7.30													21.8	THU.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,550	3.0	2,210	2.6	15	2.6		2,040	2.4	1,530	1.8	13	1.8	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,410	5.2	3,990	4.7	16	4.7		4,160	4.9	3,570	4.2	16	4.2	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,750	5.6	3,990	4.7	16	4.7		4,160	4.9	3,740	4.4	16	4.4	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,580	5.4	4,250	5.0	16	5.0		5,260	6.2	4,750	5.6	19	5.6	
ABC CFA COLLEGE FOOTBALL-PRE		3.30- 3.44PM	3.30	6,030	7.1	5,770	6.8	18	6.7		4,580	5.4	4,500	5.3	16	5.3	
ABC CFA COLLEGE FOOTBALL POST	1	6.45- 7.00PM	6.45	6,280	7.4	6,110	7.2	14	7.2								
	2	6.53- 7.00PM	6.45								8,320	9.8	6,540	7.7	15	7.7	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,820	4.5	3,310	3.9	22	3.9		2,800	3.3	2,380	2.8	20	2.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,010	5.9	4,580	5.4	24	5.4		4,500	5.3	4,250	5.0	25	5.0	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,690	6.7	5,260	6.2	22	6.2		4,580	5.4	4,250	5.0	19	5.0	
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	3,570	4.2	3,060	3.6	11	3.6								
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.07PM	12.00	5,180	6.1	3,910	4.6	14	4.6								
CBS CBS COLLEGE FOOTBALL POST	1	3.19- 3.30PM	3.15	6,030	7.1	6,030	7.1	19	7.1								
CBS CBS COLLEGE FOOTBALL PRE	2	3.30- 3.37PM	3.30								5,430	6.4	4,330	5.1	16	5.1	
CBS CBS COLLEGE FTBL PRE 2	1	3.30- 3.41PM	3.30	5,690	6.7	5,690	6.7	18	6.7								
CBS CBS COLLEGE FOOTBALL POST	2	6.55- 6.59PM	6.45								9,250	10.9	7,980	9.4	18	9.4	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,230	3.8	3,060	3.6	21	3.6		3,230	3.8	3,060	3.6	25	3.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,410	5.2	4,330	5.1	23	5.1		4,330	5.1	4,080	4.8	24	4.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	9,340	11.0	8,910	10.5	35	10.5		8,320	9.8	7,900	9.3	34	9.3	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,640	9.0	7,560	8.9	29	8.9		7,050	8.3	6,790	8.0	28	8.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,580	5.4	4,330	5.1	15	5.1		4,330	5.1	4,250	5.0	16	5.0	
NBC PBA FALL TOUR	2	1.00- 2.38PM	→GRID								6,620	7.8	3,230	3.8	11		
			2.30											4.8*	14*	4.8	
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	1	6.30- 7.00AM	6.30														
CBS CBS NFL FOOTBALL GAME 1 CONT'D	1	1.00- 4.04PM	→GRID	27,850	32.8	15,370	18.1	42									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 1-CONT'D	2	1.00- 4.11PM	→GRID								25,550	30.1	11,120	13.1	32		
			4.00				15.7*	34*	15.7							11.1	
			4.15											11.5*	25*	9.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.11PM	→GRID	16,220	19.1	6,960	8.2	19									
	2	1.00- 4.13PM	→GRID								24,790	29.2	12,230	14.4	35		
			4.15						3.5							3.9	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen Television Index

Line-up changes

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January 10, 1985

NIELSEN NATIONAL TV RATINGS REPORT
2ND NOVEMBER 1984 REPORT
November 12-25, 1984

The following revised program audience data are the result of program line-up changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
PG. A-41 EVENING MONDAY-FRIDAY										
CBS LATE MOVIE I	2	VARIOUS TIMES	11.30	6,880	8.1	4,330	5.1	16	5.8	M-F
			11.45				5.5*	15*	5.3	M-F
			12.00						4.9	M-F
			12.15				4.8*	16*	4.6	M-F
			12.30				4.5*	19*	4.5	M-F
PG. A-41										
CBS LATE MOVIE II	2	VARIOUS TIMES	12.30	3,820	4.5	2,970	3.5	18	3.9	M-F
			12.45				3.7*	17*	3.6	M-F
			1.00						3.4	M-F
			1.15				3.3*	19*	3.3	M-F

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK #	DAY	START TIME	DUR	NET	NO. OF T/C THIS SEASON / PROG. TYPE†	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 31 LATE FRINGE													
LATE MOVIE I					49	176	176	90	89	A	5.1	16	433
1	M-TH	11.30P	67	CBS	FF								
1	FRI.	11.30P	68										
2	MON.	11.30P	66										
2	TU-TH	11.30P	67										
2	FRI.	11.30P	70										
11.30-12.00										A	5.5	16	467
12.00-12.30										A	4.8	17	408
12.30-1.00										A	4.6	20	391
LATE MOVIE II					49	176	176	90	89	A	3.4	18	289
1	M&TH	12.37A	49	CBS	FF								
1	TUE.	12.37A	57										
1	WED.	12.37A	50										
1	FRI.	12.38A	50										
2	MON.	12.36A	49										
2	TUE.	12.37A	53										
2	WED.	12.37A	47										
2	THU.	12.37A	48										
2	FRI.	12.40A	48										
12.30-1.00										A	3.6	17	306
1.00-1.30										A	3.3	19	280